

*The Magazine for Executives*

APRIL 4, 1953

# Factory-Owned Shoe Stores



A TREND AND  
ITS SIGNIFICANCE



"These shoes are  
easier to sell."

they have

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TRADE MARK REG.

# SOLES

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For forty-two years specialists in fine sole materials  
Makers of the Famous AVON DU-FLEX and CUSH-N-CREPE Soles

ADVERTISED IN  
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**AVONITE**  
*the quality sole*

- wears longer
- is more flexible
- is waterproof
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AVONITE SOLES  
are approved for the Official Girl Scout Shoe.

not on all shoes . . . just the best ones

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● Here, at last, is a shoe material with established consumer acceptance. Millions of dollars have been spent advertising products carrying the Koroseal label. You'll find a Koroseal label in nearly every American home. Rainwear, shower curtains, draperies, garden hose and dozens of other items made of Koroseal material are giving service, adding beauty and convenience to our way of life. You'll probably find several Koroseal products in your own home right now.

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  - ... Will not peel or crack.
  - ... Easily washed with warm water and soap.
  - ... Made in wide range of vivid colors and pastel shades.
  - ... Will give you added sales because other Koroseal products are favorites of your customers.
- For swatch book or additional information about Koroseal shoe material and other B. F. Goodrich shoe products, write The B. F. Goodrich Company, Shoe Products Division, Akron, Ohio.

Koroseal—Trade Mark Reg. U. S. Pat. Off.

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CREEPY  
BOTTOMS..**

*with*



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SHOE  
FILLER

**Sole-tite  
Cork Filler  
Will Stay  
Smooth**



**Over 15  
years without  
a complaint  
of creep**



**Quality  
is the  
Answer**



**THOMPSON  
SHOE PRODUCTS**

INCORPORATED

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BROCKTON 26, MASS.

# LEATHER AND SHOES

*The Magazine for Executives*

Vol. 125 April 4, 1953 No. 14

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MEMBER: Audit Bureau of Circulations

## Letters to L & S

### Fallible Forecast?

Sirs:

I have long been an admirer of your publication, and find it one of the most useful magazines distributed in the shoe industry.

I do believe, however, that your March 21st article, "Shoe Constructions—What's the Trend?" is misleading. Nowhere in this article do I see the facts from which you drew the conclusion that by 1960 Stitchdowns will decline in manufacture and use by approximately 10 percent, and that cement-type shoes will replace them.

Without going into the merits of the two constructions, about which there is considerable conflict of opinion, I think it would be of great interest to the industry if you gave the facts leading to the conclusions you arrived at, so that all shoe men interested in your "forecast" could draw their own inferences.

A. Weinman

Five Star Shoe Co., Inc.  
Long Island City, N. Y.

(The facts, statistically, came from reliable government and industry figures. The "forecast" portion is a consensus of carefully selected sources—some 28 of them—of high and qualified authority on shoe constructions, representing an excellent cross-section of the industry. The experts have been wrong before—but let's give them a fair chance to prove it. Ed.)

### Nail On The Head

Sirs:

Your editorial, "We Haven't Told Our Story," in the March 14th issue, really hits the nail on the head. I'm going to see what can be done among the manufacturers and retailers in Reading and Berks County.

Ray F. Cunningham  
Treasurer

Barmac, Inc.  
Reading, Pa.



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SERVICE  
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1866

# **GARGOYLE** *Leather Oils and Greases*



*Over-producing shoes? A look at our merchandising opportunities may show we're actually under-producing. So we suggest*

## CAUTION, YES, BUT FEAR, NEVER

**T**here is currently some fear that we may be over-producing shoes and may be running straight into an inventory glut such as occurred in 1951. It appears that in the first quarter of this year we will have produced 137,000,000 pairs—an all-time high for any first quarter. If the pace of this production continues, projected through the rest of 1953 and adjusted for seasonal variations, the year's output should come to about 522,000,000 pairs. This would be second only to the peak year of 1946, when 529,000,000 pairs were produced, a good share of them for war-depleted retail inventories.

Now, while we agree fully that this current rate of production should be watched with caution, we do not agree that we are operating on an excessive or seriously surplus output basis. Let's look at some of the unbiased figures.

### The Figures

Our 1952 output of 508,000,000 pairs was based on a population of 158,000,000. This gives a per capita production rate of 3.21 pairs. Now, our 1953 population will go above 160,000,000. If we multiply that by 3.21 we come up with 513,000,000 pairs. Mind you, this 3.21 per capita figure is a *normal* level—has been equalled or surpassed in many previous years.

It would not seem, therefore, that the current rate of output is seriously excessive in terms of our expanding market and its need to be properly fed. True, 522,000,000 pairs for 1953 might prove a little (about 9,000,000 pairs) over the normal consumption rate of 3.21 pairs per capita. Even so, it would represent a per capita consumption of only 3.26 pairs. In previous recent years we have bettered that figure. For example, 1948, 1947, 1946, 1942, 1941, etc.

A look at the current or recent rate of shoe output reveals an interesting point. The increase has been

largely in juvenile footwear. For instance, a 22 percent increase in boys' and youths', and a 12 percent increase in misses' and children's.

### Increases Normal

Therefore, our recent production increases have been quite normal. Today we have 55 percent more children of five years or under than in 1940, and 30 percent more in the 5-9 years group than in 1940. The realistic fact is, that as much increase as we're having in shoe production for these juvenile groups, we are still not keeping pace with per capita consumption for them. In short, the juvenile group is expanding faster than sales of shoes to this group. They could absorb more shoes, not less.

The increase in production of other types has been relatively mild. For example, a three percent rise for men's; a five percent boost for infants' and babies' shoes; a seven percent rise for women's.

This reflects a fairly healthy status. We are getting the increases in shoe output where they most naturally belong. And in the other groups we are holding pretty much to normal levels.

Caution, always. Fear, never. The shoe industry needs that kind of philosophy as a working policy. Caution is merely an expression of sound judgment. But fear distorts judgment, creates a mental and material retrenchment that destroys the natural enterprise and initiative so vital to building bigger sales.

The industry has created a dynamic sales program, "The New In Shoes." Applied twice yearly, spring and fall, with full participation of all shoe men, this in itself could be an impetus to greater production, greater sales, greater consumption. It is certainly not naive to believe that this effort alone could account for 9,000,000 pairs in additional sales for 1953, and more in years to follow. If so, then an output of 522,000,000 pairs would,

rather than be excessive, be perfectly normal in relation to sales or consumption.

We are not nailed to any static level of per capita consumption. It *can* rise. It *has* risen. Since 1936 our per capita consumption has been steadily above three pairs per capita annually. Prior to this, consumption rarely hit the three-pair level.

### It Can Be Done

Up to 1935, women's shoe consumption averaged three or fewer pairs per capita, and since that date has been above three pairs. In fact, for the past 15 years the level has been consistently 3.5 pairs or better. This half pair increase has accounted for an additional 20,000,000 pairs a year.

Prior to 1940, misses' and children's shoe consumption was a little over three pairs a year. For the past nine years it has been over four pairs. This alone has accounted for an increase of 12-14 million pairs a year.

If there is one magic reason for these increases it's that the emphasis has shifted to fashion, merchandising and price. Women's casuals, for example, delivered variety of fashion with a type of shoe that could be dramatically merchandised at prices which permitted purchases of extra pairs. In contrast, men's, boys', and youths' shoes for the most part have shown an actual decline in per capita consumption. For one thing, prices have discouraged extra-pair purchases. And styles have not evolved to lend dramatic merchandising possibilities.

The important question is not are we producing too much, but are we producing at a level justified by the many merchandising opportunities confronting us?

**Reprints at nominal costs:** Up to 100, 10c each; 200-500, 5c each; 1000-3000, 2½c each; 5000 or over, 1½c each.

# DREW LUXOLENE

**... a fine lubricant  
for fine leathers**

LUXOLENE, a water insoluble neutral ester developed by Drew Research Laboratories, offers tanners several important advantages over natural Neatsfoot Oil.

It is more uniform in chemical and physical properties, generally runs from 2° to 5° in Pour Point below the usual 20° Neatsfoot Oil, and is free from stearines, thus affording tanners less danger of spue.

Luxolene is available in three types to suit any tanner's individual requirements:

1. **REGULAR LUXOLENE**, which has about the same viscosity as natural 20° Neatsfoot Oil.
2. **LUXOLENE HV**, which has a substantially higher viscosity than the natural oil.
3. **LUXOLENE HG**, which contains Hygro, thereby imparting hygroscopic properties to the oil, which is often desirable.

These grades of Luxolene can be used either straight or in blends for oiling off the grain of fine leathers, or they can be used in the preparation of water dispersible fatliquors, either with sulfated oils, or soaps in alkaline fatliquors.

We welcome requests for specific information concerning your individual requirements.

LEATHER OILS DIVISION  
**E. F. DREW & CO., INC.**  
15 East 26th Street, New York 10, N. Y.  
CHICAGO      PHILADELPHIA      BOSTON





# FACTORY-OWNED SHOE STORES—

## A Trend And Its Significance

*The larger shoe producers have joined the race to acquire newer and bigger outlets for the shoes they produce. Here's an appraisal of what has happened to date — and how these events affect the independent shoe retailer.*

**O**VER the past two years, the re-awakened interest of the nation's larger shoe producers in seeking more and more retail outlets—an interest which has blossomed into an all-out race by the big manufacturers—has become perhaps the most outstanding trend in the shoe industry.

Almost every week, news of another merger between large and smaller shoe manufacturer, manufacturer and chain, etc., or outright purchase can be found in the trade papers. Sometimes the purchase or merger is a small one; just as often it is of significant proportions. The end result is almost always the same: one or more of the "Big Four" has obtained additional distributing channels and/or retail shoe outlets.

Among the more outstanding mergers or purchases have been General Shoe Corp. with W. L. Douglas Shoe Co. — a transaction which gave the former Douglas' plants and its 64

retail shoe stores; acquisition of the Miles Shoe chain by G. R. Kinney; General's purchase of Innes Shoe Co., large Los Angeles retailer, and Guarantee Shoe Co., in San Antonio, Texas; Brown Shoe Co.'s acquisition of Wohl Shoe Co. with its 328 retail shoe departments and a wholesale division doing an annual \$30 million business; and International Shoe Co.'s purchase of controlling interest in Florsheim Shoe Co., the latter with six plants producing 2,500,000 pairs of men's and women's shoes per year and distribution through 5,000 independent shoe stores and departments and 86 retail outlets.

And these appear to be just the beginning. Each day, news or rumors of a new transaction are heard. Among the latter is a merger between Melville and Kinney, purchase of Regal Shoe Co. by one of the "Big Four," and still others.

As report upon report sweeps

through the trade, it becomes increasingly obvious that the big shoe producers are committed to a program that will provide them with an increasing number of factory-owned shoe stores. Just as obvious is the fact that this over-all program has developed a new competitive phase. Each producer appears concerned not only in expanding his retail outlets but also his coverage of the shoe consumer.

International's purchase of Florsheim is perhaps the clearest example of this. Before acquiring Florsheim, International was confined to the low and medium price shoe field. Today, it is solidly in the high-priced field as well.

### The Big Question

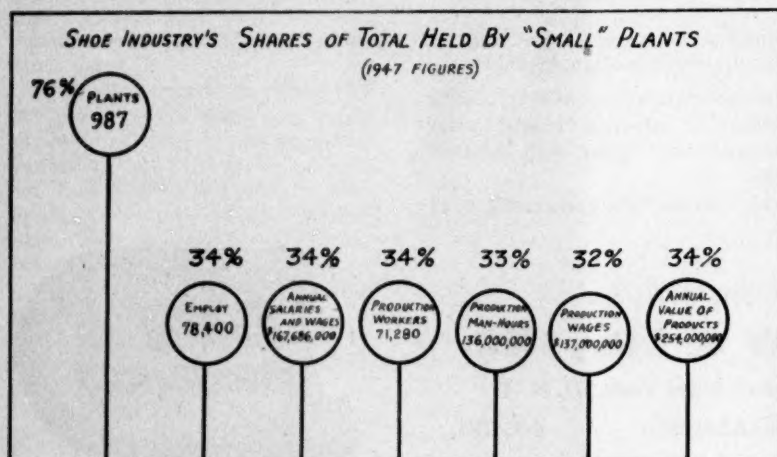
As the race to grab up more and more outlets continues, the question that arises with growing import is: what will happen to the independent retailer?

Will he soon be reduced from his long-held position as backbone of the retail shoe industry to a mere hanger-on, forced to live on the leftovers and crumbs tossed him by factory-owned and chain stores?

Will he, too, be gobbled up by the large producers and become just another link in the long chain of factory-owned outlets?

Or will he take cognizance of his "precarious" position, gird himself for the battle to retain his hold on the market, perhaps band together with other independents and factory outlets?

The possibilities inherent in the situation are too many and varied to enumerate here—especially since they





are still in the speculative stage. No concrete action or even recognition of the situation by retailers has yet come to light. Before such action comes, as come it must, it may be well to examine here the background and some of the possibilities.

First, how much of total annual shoe production is contributed and thus controlled by the "Big Four"? The latest study available, that by the Commerce Department based on 1947 Census of Manufacturers figures, shows that of the approximately 1,150 producing shoe firms in the U. S., the "Big Four" accounts for 28 percent of the shoe industry's total output. In terms of 1952 output of some 508 million pairs, this would mean International, Endicott-Johnson, Brown, and General accounted for some 142 million pairs.

A further breakdown reveals the first eight shoe producers account for 36 percent of total shoe production, the first 20 control 45 percent and the first 50 turn out 58 percent.

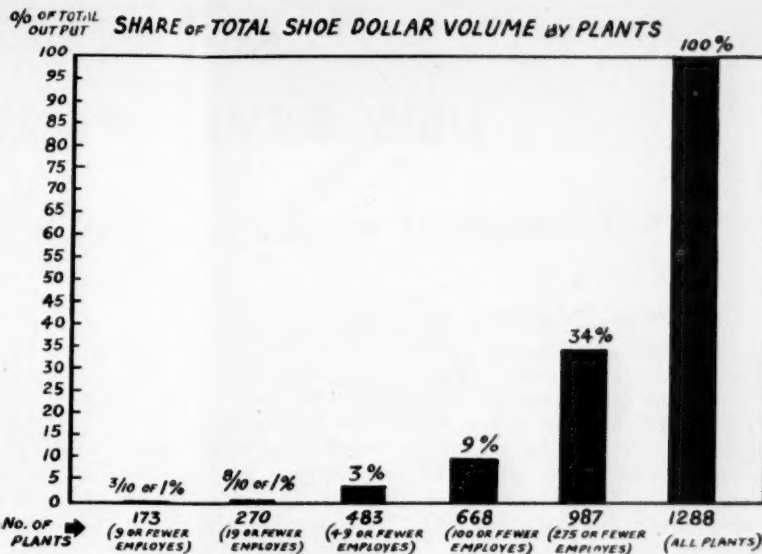
### No Monopoly

Based on these figures, it would appear that although the top producers control a good-sized part of the nation's output, they by no means possess a monopoly. Were independent retailers to be denied shoes made by the major producers, there would still be many other sources available. This is not meant to imply that the big makers could or would withdraw their lines from independents or to touch upon the moral and legal implications but simply to show the industry's supply status.

In actual fact, the problem is not based upon production figures. Although the larger manufacturers necessarily produce and sell a major share of the nation's shoes, they do not control the sale of these shoes at wholesale. Whether the manufacturer be International Shoe, which annually turns out 10 percent of the total output, or some smaller manufacturer, which contributes little to the total, the fact remains that the greater part of the shoes sold each year are sold through independent outlets.

Further, even though the larger producers are continually gaining new outlets for their shoes, this does not mean they are gaining outlets that come under their absolute control. Many of these stores have been handling lines not produced by the "Big Four" and presumably are not bound to do so in the future.

Take the case of General Shoe, for example. At the company's annual meeting held March 2, Maxey Jar-



man, chairman, told stockholders the company now operates 300 of its own retail shoe stores as against the 15,000 dealers and outlets to whom it sells its shoes.

In the past two years, International Shoe, under its newly-created Shoenterprise Corp., has helped finance the opening of over 200 retail stores. All of these stores will carry the International lines, although not necessarily on an exclusive basis. And at the end of a stated period, these stores will be owned outright by the operator and not International. As such, they will be independents, free to handle the lines which best fit their needs.

Brown Shoe Co., one of the first to franchise retail stores over the country, is now the biggest operator of leased-shoe departments, mainly through its acquisition of Wohl Shoe Co. Brown now produces some 22 million pairs annually of women's, children's and men's shoes, last year reported sales of \$135 million through its eight major brands.

Yet Brown, like International and General, must maintain a full staff of specialized salesman to sell its brands to the retailer. Without sales to the independent, all three manufacturers would lose much of their volume.

This, of course, brings us to another big question. Are the larger manufacturers buying up retail outlets to gain greater control of their distribution or of the market? If the former, they are no doubt justified. The latter would bring them headlong against the law.

Already the Federal Trade Com-

mission has warned industry that it is scrutinizing all mergers with an eagle eye. FTC's Bureau of Antimonopoly is responsible for enforcement of the Clayton Act as it applies to mergers and acquisitions. And FTC emphasizes that these mergers face antitrust charges if their overall effect "may be substantially to lessen competition or to create a monopoly."

Each time newspapers announce a large shoe company has acquired or merged with another company, FTC politely but firmly requests documents and details involved in the transaction, annual reports for past years, record of other mergers and purchases as well as products and percentages of the market, and finally reasons for the acquisition and arguments on why the move is consistent with the antitrust law.

With FTC standing watch, it is reasonable to assume that purchases and mergers of the large with the small will remain within the bounds of the antitrust laws.

Despite these alleviating influences, many independent retailers in recent months have expressed a growing concern over the trend to factory-owned stores. These retailers point out that they themselves are helping support these stores by buying shoes from the factories that run them. Yet they feel they cannot drop the branded lines upon which they have built their business.

Here, perhaps, is another fallacy. Whereas branded shoes were once considered almost a necessity for volume sales, no longer are they regarded thus. Biggest debunker of the

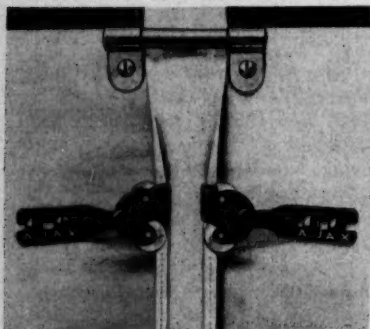
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# NEW DEVELOPMENTS

## *What industrial science is doing to improve the job*

### STRIPPING FOLDING

A flat layer of stripping starts through a roller guide (top). It then meets with two gauges (center) which automatically fold either side of the stripping so that the folded portion is now ready to receive the needle. The gauges may be adjusted to any width of binding or stripping to be folded.

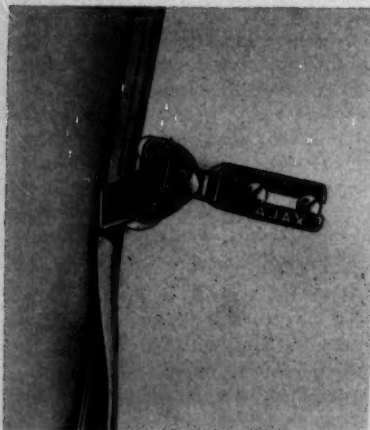


It is applicable to leather, fabric or plastic. The gauge assures a perfect uniformity of fold on either side. The rollers on each gauge permit the operator to draw the material through on its course rapidly and simply, with security of position at all times.

Source: Ajax Machine Co., 170 Summer St., Boston, Mass.

### OUTSIDE FOLDING OF LOAFER COLLARS

This difficult operation is greatly simplified and speeded by use of a "semi-automatic" gauge application.

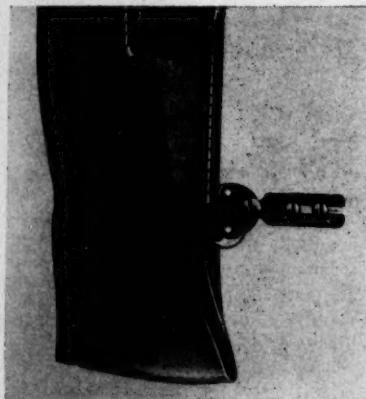


This simple device actually turns the collar over by itself throughout the entire operation. It holds the given margin with extreme accuracy so that the collar is perfectly uniform when completed. The gauge turns the collar over into an exact fold, thus preparing it to receive the needle on the other side of the gauge. The roller within the gauge permits the material to slide through with the help of the operator, with ease and speed. It allows even the inexperienced operator to perform this work accurately and at high speed.

Source: Ajax Machine Co., 170 Summer St., Boston, Mass.

### INSIDE FOLDING ON LOAFERS

This device is similar in function to the Outside Folding Gauge, except that this device has a different design



of guide which controls the margin in a slightly different manner. It will fold the material (for inside folding of loafers or moccasins) with great speed, accuracy and simplicity—even when in the hands of an inexperienced operator, according to the manufacturer's claims. Thus this difficult operation which has required skilled hand work, is now greatly speeded while at the same time allowing extreme accuracy and uniformity.

Source: Ajax Machine Co., 170 Summer St., Boston, Mass.

### HIGH STYLE SHOE FABRIC

Striped Swazon, new high style shoe fabric displayed recently for the first time, drew the attention of better grade shoe manufacturers and was sampled by several makers of shoes and house slippers.

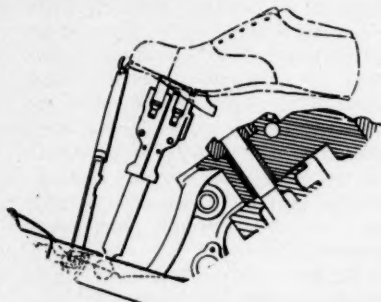


The material is made with a rayon base on which stripes of flock are electrostatically applied. Striped Swazon comes in a variety of color combinations including black and gold.

Source: Harvard Coated Products Co., Inc., Roxbury, Mass.

### PULLING-OVER MACHINE

This new machine possesses all the virtues of the long-popular Rex type of machine, together with some long-needed improvements.



The machine is better tailored for modern use. No longer is it necessary for the operator to reach up at arms' length to insert the shoe. The shoe may now be placed a foot or so lower, scarcely above the average operator's shoulder.

This introduces a twofold advance

(Concluded on Page 36)



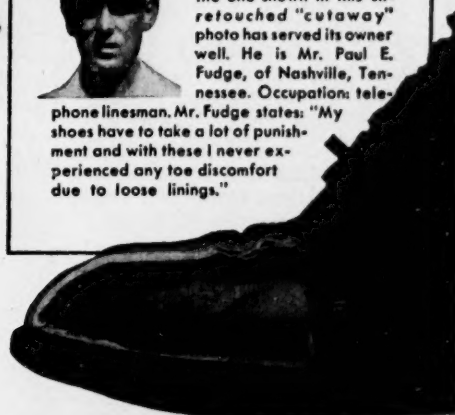
## It's a Rugged Job BUT "CELASTIC" BOX TOES ASSURE TOE COMFORT

The wearer may not know his box toes are "Celastic" nor even that he has box toes in his shoes, but he does recognize toe comfort and pleasant toe freedom without wrinkled toe linings.

"Celastic" is designed not only for rough usage, but for every day comfort in shoes of many styles... men's, women's and children's. "Celastic" duplicates the contours of the toe of the last and forms a structural shape over the toes. Because of this "Celastic" is a measure of *quality protection* for the designer and manufacturer... a feature that builds customer loyalty for the retailer. It assures proper preservation of toe style and toe comfort, in play shoes, in street shoes... and in work shoes.



Like all Celastic Box Toes, the one shown in this un-retouched "cutaway" photo has served its owner well. He is Mr. Paul E. Fudge, of Nashville, Tennessee. Occupation: telephone linesman. Mr. Fudge states: "My shoes have to take a lot of punishment and with these I never experienced any toe discomfort due to loose linings."



\*Celastic is a registered trademark of the Celastic Corp.

**UNITED SHOE MACHINERY CORPORATION**  
BOSTON, MASSACHUSETTS



# CANADIAN CATTLE EXPORTS SLACK

## CANADA HOLDS BACK SHIPMENTS TO U. S.

### *Lifting Of Ban Has Little Effect*

Despite the recent lifting of the U. S. embargo against Canadian cattle shipments across the border, it is now reported that many Canadian cattlemen are not rushing their cattle to the U. S. market and the export trade may not be as extensive as had been expected earlier. Huge feed supplies available this year in Canada are reported to be a strong inducement for Canadian cattlemen to hold on to their stock at least until mid-spring season.

In addition, prices offered for cattle in Canada are more than competitive right now with U. S. prices and this, too, is slowing down the shipments across the border.

However, reports that U. S. cattle will be moving in larger numbers over the line to Canadian markets this spring are discounted. Informed sources in Ottawa claim rising freight rates, duty and the exchange situation will interrupt any such import plans by Canadian dealers. At best, such imports from U. S. are expected to be only moderate.

Canada's cattle population is now up about 10% over last year at this time and many Canadian farmers paid high prices for their cattle. Result is that the whole situation is somewhat beclouded and no rush to ship large numbers to U. S. is contemplated at the present U. S. price structure.

## **Brandeis To Open Shapiro Athletic Center**

Abe W. Berkowitz, of the Bourque Shoe Company of Raymond, N. H., and Chairman of the Abraham Shapiro Memorial Committee at Brandeis University, will preside at dedication exercises for the Shapiro Athletic Center on Sunday morning, April 12.

Maurice J. Tobin, Honorary Chairman of the Shapiro Committee, and Dr. Abram L. Sachar, Brandeis University President, will participate in the formal exercises. Other participants will include Joseph M. Linsey, Chairman of the Brandeis University Athletic Association; Benny Friedman, University Director of Athletics; and George Alpert, Chairman of the Brandeis Board of Trustees.

Named for the late dean of the New

England shoe and leather industry, the athletic center will provide modern, complete sports facilities for Brandeis students.

A handsome structure of modern architecture covering an expanse of 16,000 square feet, the Shapiro Athletic Center is approached through a semi-circular portico which ultimately will be enclosed with glass. This portico, which will seat 200 and can be used without interfering with the gym's function, can be used for exhibitions and meetings.

## **Modecraft Shoe To Handle Songo Lines**

Modecraft Shoe Co. of Boston has announced it has taken over the in-stock distributorship of Songo Shoe Co., Portland, Me., formerly Saco Moc Shoe Corp. Modecraft will handle all Songo brands including the three major brands named Trail Makers, Trail Mocs, and Songos.

Modecraft also manufactures novelties, casuals, welts, sports and flats in the \$5 to \$8.95 retail class.

The Trail Maker line will offer new high-styled features and will retail at \$5. Trail Mocs, a group of hand-sewn mocs, sell for \$5.95. Songos will feature a complete line of high price hand-sewn and crepe sole moccasins. All will be carried in Modecraft's factory in-stock department.

## **Union Officer's Wife Faces Red Quiz**

Mrs. Helen Dean Markham of Cambridge, Mass., wife of George Markham, education director of International Fur and Leather Workers' Union, appeared last week before the U. S. Senate internal security subcommittee.

Active in Cambridge student affairs and a frequent visitor at the Harvard Law School Forum, Mrs. Markham was questioned in regard to left wing activities.

Her husband, a former lieutenant commander in the Navy during World War II, and one-time legislative agent for the Massachusetts CIO Council, is regarded as a close friend of Ben Gold, IFLWU president, and long-time active in Communist Party affairs.

Mrs. Markham was active with her husband in union affairs. She helped him set up an education and publicity program for Local 21 in Peabody, Mass.

## **REGAL SHOE DENIES RUMORS OF MERGER**

### *Whitehead Says Full Output To Be Maintained*

Reports that Regal Shoe Co. of Whitman, Mass., will be merged with another large shoe manufacturer were denied at the company's annual meeting held last week.

James F. Whitehead, Jr., president of Regal, told stockholders that Regal is not negotiating a merger with another company at present. He admitted, however, that Regal has been approached by practically every large shoe firm in the country during the past two years but said nothing had ever come of it.

Whitehead said Regal operations for the first two months of this year were on a profitable basis. March 1953 sales ran about 10 percent over the same month a year ago.

The Regal head said he was optimistic about prospects for the remainder of the year and expects full production to be maintained at the Regal plant.

In 1952, Regal sales totaled \$9,491,949, some 7.6 percent below 1951 sales. Net profit was \$168,104 equal to 33 cents per share. Last year profits equalled 44 cents per share.

Regal now has 108 stores and leased departments in 61 communities and 27 states from coast to coast. New stores are being opened in Flushing, L. I., and Chicago, the latter unit next Aug.

Whitehead said directors had reduced the recent dividend from 30 to 20 cents because they didn't want to pay out all the company earned. However, the company hopes to increase dividends again, dependent upon earnings.

## **Lee Named Chairman of 210 Year Book**

Herbert C. Lee, vice president of A. S. Beck Shoe Corp., has been appointed chairman of the 1953 Year Book campaign of The 210 Associates, Inc., national philanthropic agency of the shoe, leather and allied trades. The appointment was announced by Joseph T. McCauley, president of the 210 and sales manager of Allied Kid Co., Boston.

Kick-off dinner in the campaign was held March 25 at the Boston Club in Boston, where 50 solicitors for the drive were briefed on forthcoming plans.



## ARMY STUDIES SHOE DEFECTS UNDER X-RAY

### *New Units Being Set Up In Shoe Plants*

Convinced that fluoroscopic x-ray offers the best answer to the problem of disclosing hidden and latent defects in military footwear, the Quartermaster Inspection Service of the New York Quartermaster Procurement Agency has acquired 20 special wheel-mounted fluoroscopic units from the X-Ray Department of General Electric Company in Milwaukee.

The announcement was made following an inspection tour at the Milwaukee plant by Mr. Albert Wiebe, Chief, Instrument Engineering Office, Quartermaster Inspection Service, New York; and Captain Robert J. Johnson, MC, Army Environment Health Laboratory of the Surgeon General's Office. Fluoroscopic units were not only checked for dependable operation but also were monitored with radiation-detecting instruments to insure that operator personnel and factory workers are not exposed to excessive radiation.

The units are now being placed in the plants of various footwear manufacturers throughout the country, where they are being used by Quartermaster Corps inspectors as final inspection tools. They can also be used to trouble-shoot at any spot

along the production line and to educate workmen in correct fabrication and assembly methods.

The Quartermaster Inspection Service has found that visual inspection fails to spot many flaws which later make shoes and boots unserviceable, and that these flaws cannot otherwise be detected without destroying the product.

The new equipment, which resembles a television set on wheels, is opened at the front by the inspector, who places the boot or shoe on a turntable. When the front is closed, he looks through a hooded opening at the shadow image created on a fluorescent screen when he energizes the x-ray tube. With one hand, he turns a knob that rotates the shoe in the beam so that he can examine it from every direction.

QMIS, Instrument Engineering Office, developed the unit and perfected techniques in cooperation with GE engineers to provide a positive method of nipping faulty production in the bud. With the aid of the fluoroscope it is possible to see clearly such defects as improperly clinched heel nails, missing, bent or buckled nails, nails not engaged by washers, missing washers, protruding tacks, missing or misplaced shanks (steel reinforcing plates), incomplete bottom fillers and insufficient or improperly located lasting staples.

## PRATT SEEKS SUPPORT OF TANNERS' COUNCIL

### *Course May Be Extended To 2-Years*

Pratt Institute's School of Leather and Tanning Technology may return to the two-year program originally in effect if recommendation by the School's Advisory Committee is adopted.

The Committee, which met recently at the Hotel New Yorker in New York City, considered the merits of the former two-year course in relation to the accelerated course adopted after the outbreak of the Korean War.

The Committee, comprised of 26 industry members and headed by George H. Meyer, unanimously appointed E. B. Thorstensen to represent the School in negotiations to have the Tanners' Council subsidize the School rather than private individuals in the industry.

A. W. Goetz, director of the School of Leather and Tanning Technology, noting the Fifth Anniversary of its establishment, reported: "Since the School's inception five years ago total income from students was \$158,000; with contributions from industry \$180,000; leaving around \$22,000 for next year's operations. The contributions from industry represented support from 150 tanning concerns and 85 suppliers in allied trades; as well as 25 individual donations."

Annual cost of operation has been \$43,000; and approximately 70% of this has, in the past few years, been provided by student and project income.

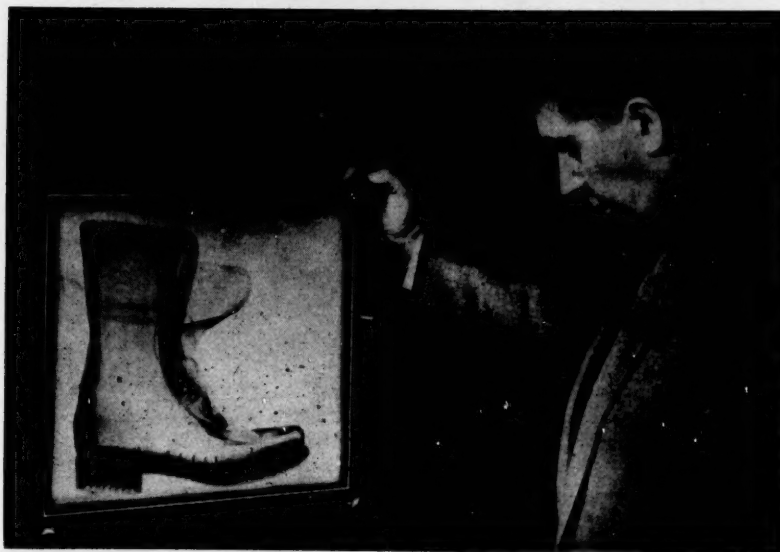
### **Graduate Placement**

Relative to the School's graduates it was stated that 117 men are now in industry here and abroad. Of the domestic and Canadian students 40% were sponsored by industry, both tanning and allied; the remaining 60% enrolled of their own volition.

Approximately 35% of the graduates are now superintendents or assistant superintendents; 50% have foremen or assistant foremen status; the remainder having located in technical service activities in the allied trades.

Since its inception, Goetz said, the School has encountered no difficulty in placing its graduates; currently, in fact, a waiting list exists of 25 concerns seeking forthcoming graduates.

## SPOTTING DEFECTS IN ARMY BOOTS



Fluoroscopic x-ray dramatically reveals flaws in military footwear, as shown in this view of the new GE x-ray unit being inspected before delivery by Albert Wiebe, chief of the Instrument Engineering Office, Quartermaster Inspection Service of New York. Note misplaced nail in heel. Boot may be rotated while in x-ray beam by means of a dial located beneath the fluoroscopic screen.

## NEW ENGLAND SHOE FOREMEN ELECT OFFICERS FOR 1953

Hyman Stahl was elected to succeed retiring President Benjamin Fish at the annual meeting of the New England Shoe Foremen's & Superintendents' Assn., held March 28 at Boston.

Other officers elected were: Vice Presidents: Ephraim Lederman, Arthur Quinn, Emanuel Wensley; Treasurer: Louis Lulow; Secretary: Harry Kimball; Financial Secretary: John Cocosella; Directors: David Berg, Benjamin Fish, Louis Marder, Paul Morel, Isaac Norman, Tony Progris, Joseph Rubin, Irving Zamcheck.

A new note was added to the meeting when Chairman Abraham Izenberg of the Educational Committee introduced as speaker of the day L. A. Jackson, chief of United Shoe Machinery Corp., shoemaking depart-

ment. Jackson spoke briefly on shoemaking problems and then stood up for another hour facing a barrage of technical questions.

In delivering his final report as retiring Chairman of the Trustees of the Permanent Fund, Frederick G. Moynahan paid tribute to the officers and members of the Association for the magnificent work accomplished and the outstanding progress made in so short a time.

In concluding his report, Moynahan said: "I can recommend most highly the aims and purposes of this organization and flatly assure all firms in the shoe and allied trades that every cent donated by them to the relief fund is spent for one purpose only—the relief and rehabilitation of those in the industry who honestly deserve such help."

## Plymouth Rubber Sees Sales Record In 1953

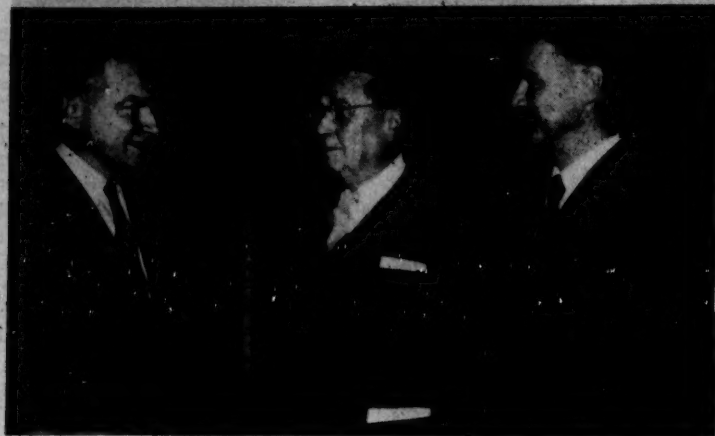
Plymouth Rubber Co. of Canton, Mass., sees record sales for the year ending Nov. 1953 if present indications hold true, Joseph M. Hamilburg, president of the company, reported this week.

Last year, Plymouth's sales topped \$15 million. Sales for the first four months of the current fiscal year were running 25 percent ahead of the 1951-1952 period, Hamilburg said.

An added factor in the optimistic outlook, according to Hamilburg, is the company's current backlog of orders which are greater than at any time in the past 18 months.

The company's plastics department has expanded so much that larger inventories must be kept to meet demand, Hamilburg said. Demands on storage space have necessitated erection of a new warehouse providing

## SHOE EXECUTIVES GET-TOGETHER



Among those present at the Annual Meeting of the New England Shoe Foremen's & Superintendents' Ass'n: Upper left—Fred Albrecht, Meyer Graff, Benj. Block, Murray Shaffer; Lower left—Arthur Anderson, L. A. Jackson, Charles Lord; Upper right—newly elected Presi-

dent Hyman Stahl being congratulated by retiring President Benj. Fish; Lower right—Speaker of the day, L. A. Jackson, USMC, being introduced by Educational Committee Chairman Abraham Izenberg.

## SHOE PROFITS

### DECLINED IN 1952

Total net sales and profits of the 15 leading shoe manufacturers for 1952 showed a decline from the previous year, according to a survey of sales and profits figures made by the

New England Shoe and Leather Association.

Net sales of the top firms totaled \$745,452,440, a decrease of 0.8 percent below their combined sales volume for 1951.

Similarly, total net profits of these same firms, after taxes, amounted to \$21,007,377 in 1952, a decrease of

fully 5.4 percent from 1951 combined profits.

Average rate of return of net income to net sales for these manufacturers equalled 2.8 percent in 1952.

Following are comparative sales and profits figures as compiled by NESLA:

## SHOE SALES AND PROFITS FIGURES: 1952

Company	1952 Net Sales	1952 Net Profits	Per Cent Change 1952-1951		Ratio of Profits to Sales In 1952
			Sales	Profits	
#International Shoe Co. ....	\$217,041,923	\$ 8,286,892	- 3.6 %	- 6.2 %	3.8%
#Endicott-Johnson Corp. ....	142,923,701	2,572,161	- 9.1	+ 10.4	1.8
#Brown Shoe Company, Inc. ....	130,336,698	3,937,218	+ 17.0	+ 25.6	3.0
#General Shoe Corp. ....	104,285,546	3,340,503	+ 1.0	- 6.45	3.2
United States Shoe Corp. ....	26,675,231	1,086,749	- 1.9	+ 17.1	4.1
#I. Miller & Sons, Inc. ....	23,428,838	400,204	+ 3.0	-43.9	1.7
Craddock-Terry Shoe Corp. ....	22,114,510	374,923	- 4.6	-46.5	1.7
Weyenberg Shoe Mfg. Co. ....	16,745,703	766,228	+ 0.5	+ 9.4	4.6
#Nunn-Bush Shoe Co. ....	15,432,433	339,255	+ 2.2	+ 5.7	2.2
Selby Shoe Co. ....	13,272,346	-406,332 (L)	-10.2		
Mid-States Shoe Co. ....	9,104,521	237,871	+ 0.5	+ 28.5	2.6
Johnson, Stephens & Shinkle Shoe Co. ....	7,274,569	239,650	+ 6.6	+ 954.2	3.3
Julian & Kokenge Co. ....	6,987,770	167,408	- 5.4	-29.25	2.4
Joyce, Inc. ....	6,630,741	-725,161 (L)	-15.15		
J. W. Carter Co. ....	3,197,910	389,808	-20.1	+ 18.7	12.2
Total — 15 Companies .....	\$745,452,440	\$21,007,377	- 0.8 %	- 5.4 %	2.8%

# Also operate own retail chain store companies. (L) = Loss.

NOTE — Two companies have calendar years ending December 31 — Weyenberg Shoe and J. W. Carter Companies; 6 companies have their fiscal year ending October 31: Brown, General, Nunn-Bush, Mid-States, Johnson, Stephens & Shinkle, and Julian and Kokenge Shoe Companies; those ending November 30 are: International, Endicott-Johnson, United States, and Craddock-Terry Shoe Companies; I. Miller on May 3; Selby Shoe Company on April 30; and Joyce, Inc. on August 31, all in 1952.

## THE NEW YORK WEDGE HEEL and SOLE CEMENTER

For applying solvent pressure sensitive cement to Foam Crepe Soles with straight or breasted heels attached.

Call the office nearest you — or write us.



**BOSTON MACHINE WORKS CO.**  
LYNN MASS. U.S.A. C.

### BRANCH OFFICES:

Dallas, Texas    Whitman, Mass.    Columbus, Ohio    Chicago, Ill.    Kitchener, Ont.    Woodridge, N. J.  
Johnson City, N. Y.    Cincinnati, Ohio    Milwaukee, Wis.    St. Louis, Mo.    Los Angeles, Cal.

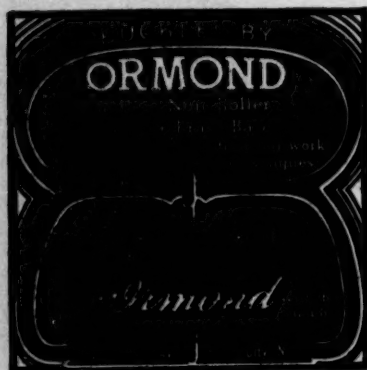


## BLACK HAWK SPLITS

**In All Colors  
FOR  
WELDERS' EQUIPMENT  
SHOE GUSSETS  
WORK GLOVES  
SLIPPERS**



**BLACKHAWK  
TANNERS**  
2171 S. FIRST ST.  
MILWAUKEE 7, WISCONSIN



### **H. SWOBODA & SON, Inc.**

1027 N. Bodine St. Phila., Pa.  
Boys' Bell and Whip Leather Mfrs.

### **SWOTAN**

**GARMENT HORSE  
WORK GLOVE HORSE**  
(Grain and Splits)

**SPORTING GOODS LEATHER  
SPECIALTIES  
RETAN SOLE LEATHER**

## THIN HEELS WORRY WOOD HEEL PRODUCERS

### *Association Cites Various Problems*

Serious concern about the growing popularity of ultra slender heels for high-style women's shoes has been expressed by several wood heel producers, according to the National Association of Wood Heel Manufacturers in Boston.

"Extremely small top, slender heels create problems not only for the wood heel producer and the shoe manufacturer, but for the consumer as well," says Lucius F. Foster of The Guild Associates, managers of this national organization.

"Many of these heels are too thin to dowel so there is always the danger of breakage if milady is unfortunate enough to catch her heel or subject it to unusual strain," Foster continued, "and when toplifts must be replaced, shoe repairers will almost surely split the heel."

Foster was quick to emphasize that wood heel producers are glad to make the heels despite their higher cost because the industry is style minded and is always anxious to help shoe manufacturers create and promote a new look. He said, however, that heel block producers experience excessive breakage and loss from the turning machine right through the packing room and when the heels reach the coverer, they are difficult and costly to nail and must be full breasted because they are too slender

to slot. Even the shoe manufacturer experiences some further loss when the heels are attached to the shoes.

"Many of our members have notified their customers of the weakness of the ultra slender heel construction and have refused to accept any responsibility whatever for breakage or damage," Foster added. "Nevertheless, we believe that it is the duty of this Association to inform the public, the retailer and the shoe manufacturer of the inherent danger of sacrificing too much safety for style," he concluded.

### **DENY EXPORT LICENSE**

Ernesto Moos, Inc., and its officers, Ernesto Moos and Marcel Saenger, have been refused all permission to export for five months starting March 1, 1953, the Office of International Trade announced recently.

Another six months denial is suspended pending no further violations during the entire 11 months, OIT said.

OIT reported the company sold export licenses for shipment of hides and skins to another exporter. About 5,000 hides were shipped to Japan, under the license.

• **Ronald A. Forth**, president and treasurer of Forth-Chase Leather Corp., reports he has acquired all shares of stock owned formerly by Edward Chase, who no longer is associated with the firm. Name of the firm has been changed to Forth Leather Corp., effective March 31.

## QUARCK HONORED BY PRATT INSTITUTE



Officials of Pratt Institute present Rolf Quarck, leading tanning technician, with a plaque commemorating his service to the Institute's School of Leather and Tanning Technology. Left to right, A. W. Goetz, director of the School; Quarck being presented plaque by Dean H. Russell Beatty of Pratt Institute; and George H. Meyer, chairman of Advisory Committee.



## Deaths

### Dr. Thomas Blackadder

... 66, noted *leather chemist*, died March 27 at his home in Villanova, Pa. One of the world's leading authorities in leather chemistry, he retired Dec. 31 from Rohm & Haas Co. of Philadelphia where he had been in charge of sales of leather chemicals. A native of Scotland, he attended various technical schools in Europe and came to the U. S. in 1911 and became associated with a Virginia firm in the manufacture of tanning extracts. He joined Rohm & Haas in 1925 and became active in the development of synthetic tanning materials. He leaves his wife, Evangeline; two daughters, Mrs. G. C. Decker and Mrs. M. Van Cleef; a sister and three brothers.

### Eugene Graselli

... 52, retired *chemical executive*, died recently at Balboa Island where he had lived for the past five years. A native of Cleveland, he was a retired executive of the Graselli Chemical Co. He leaves his wife, Louise; and one son, William.

### Horace C. Bowers

... *tanning executive*, died recently in Lansing, Mich. He was night superintendent of Wolverine Shoe & Leather Co. in Lansing. Surviving are his wife, Grace B.; a son, Dudley; and two sisters.

### Charles A. Smith

... *leather chemicals executive*, died March 19 of a heart attack while at his home in New York City. He was manager of export sales, Solvay Process Division, Allied Chemical & Dye Corp. of New York. Prior to that, he was with the National Aniline division of the firm and had spent some time in China. He was active in the chemical industry for most of his career and had been with Allied Chemical and Dye Corp. for the past 21 years.

# Huch for

genuine shell cordovan — "the platinum of leathers" — for shoes, men's belts, military belts and holsters, and shark print cordovan for tips on children's shoes.

**The Huch Leather Co.**  
1525 W. HOMER STREET • CHICAGO 22, ILLINOIS

KAYE & BARNES, INC. • 93 South Street, Boston FRED SCHENKENBERG • Dallas, Texas  
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**GENUINE KANGAROO SUEDE KID**

**UNIFORMITY**

**DEPENDABILITY**

**BLACK GLAZED KID**

**KID LININGS**

**SURPASS LEATHER COMPANY**  
9th and Westmoreland Sts., Philadelphia 40, Pa.

## KORN LEATHER COMPANY

TANNERS OF

*Splits*

FOR EVERY PURPOSE

*Side Leather*

MEN'S AND WOMEN'S  
IN THE POPULAR PRICED RANGE

PEABODY, MASS., U. S. A.



**Hide producers and packers feeling squeeze of decline in average hide prices over past few years.** Armour's Analysis points out that marked reduction in value of hide means each animal returns less to producer and packer. Until recently, hide was worth considerably more in relation to value of live animal. These proportions have changed through drop in hide values and rise in cattle prices.

**For example,** average price of Colorado steer hides in Chicago in 1937 was 16.4 cents per pound. Average price of Chicago steers was \$11.47 per hundredweight. A Colorado steer hide from a 1,000 pound animal weighs approximately 65 pounds (dependent upon season) when cured. Thus live animal brought \$114.70 and hide brought \$10.66 or nine percent of value of entire animal.

**In 1952,** hide valued an average 12 cents per pound brought \$7.80 while steer at \$32.38 a hundredweight sold for \$323.80. Thus hide was worth only two percent of total live value of steer. This is complete reversal in relation of hide to live-weight price of steer.

**Before 1943,** Colorado steer hides prices ran higher than live-weight prices (1932 was only exception). In 1919, the ratio was more than doubled. After 1943, live-weight prices have averaged more than hide prices. In 1952, average live-weight price was more than twice the average for hides.

**Cured hides fell from average of 27 cents per pound in 1951 to 12 cents in 1952.** This meant cured hide was worth \$17.55 in 1951 against only \$7.80 in 1952. Naturally, entire animal was then worth less. The \$9.75 drop in value for a 1,000 pound steer meant a loss of 97 cents per live hundredweight. Add to this price declines in tallow and other by-products and difference is more evident.

**As Armour Analysis points up,** by-product credits for an average 1,000 pound steer amounted to \$40.06 two years ago. Today, they are worth only \$20.

**Beef promotion campaign** now pushed jointly by beef and livestock industry all the way from packer to retailer will make situation only more difficult for hide industry. As National Hide Association points out, meat retailers are stressing low cost and abundant supply while

packers sponsoring radio and television shows are featuring beef and beef products. Greater beef sales mean increased slaughter, more hides.

**As long as cattle feeding remains reasonably profitable,** livestock producer will continue to feed cattle, keep them coming to market. Price of cattle rather than hides is still primary factor to producer. Thus situation, as far as hides are concerned, resembles stream which continues to flow into already flooded area.

**Newest rumors on the merger front** (See Factory-Owned Shoe Stores, page 8, this issue) have Brown Shoe Co. buying Monogram Footwear, Inc., St. Louis women's casual producer, and General Shoe Corp. taking over Whitehouse & Hardy, New York men's shoe chain.

**Purchase of Monogram appears more than rumor.** Brown officials have admitted negotiations in progress. Report is Archie Bregman, president of Monogram, would head the firm, which would be designated as Monogram division of Brown. Monogram factory at Trenton, Ill., has capacity of 2,000 pairs per day. Company was founded in 1946 as slipper producer.

**Whitehouse & Hardy** runs three quality men's stores in New York. Stores are located on Broadway, Madison Ave., and Fifth Ave.

**Not much attention** given as yet to new contract negotiations between Massachusetts Leather Manufacturers Association and Locals 21 and 22 of International Fur and Leather Workers Union. Two-year contract expires April 25. Union is asking substantial pay increase, more paid holidays, health and medical benefits and pensions.

**Actually, situation more explosive than appears on surface.** Massachusetts tanners, squeezed by high costs, say they cannot take on additional labor costs. Pension idea is not feared since union has been plugging it for some time—using it as lever for higher wages.

**Two possibilities:** union may strike if it doesn't get pay boost. On the other hand, tanners may look for out if union wins increase. Much talk heard recently of Peabody tanners looking over possible sites in Maine and New Hampshire. This would be smashing blow to industry of Peabody as well as Massachusetts.

# What are the facts about work shoes sewn with **NYLON** THREAD?



## Inseaming and Lockstitching

— as well as upper fitting seams are foremost among the many “failure points” in work shoes shown in our illustration — where threads give out because of abrasion, chemical action, flexing, moisture, mildew and rot.

But note this performance of nylon, having in mind your normal costs of “cripples” and returns:

Wear-tests have been conducted under the widest possible conditions — in such varied settings as farms, dye houses and other situations in which the stitching is attacked by chemicals and similar adverse agents. Results: Nylon, properly selected and used, has markedly excelled all conventional threads in abrasion resistance and ability to hold a shoe together under the most severe conditions.

The fact is that sewing *all* functional seams of your work shoes with nylon thread upgrades your product — brings your stitching up to the modern standard of recent improvements in leather tanning, sole materials, and welts.

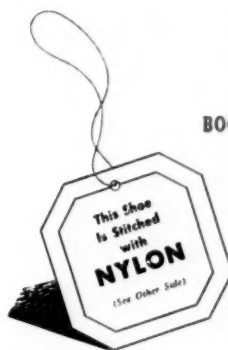
*to keep in pace with modern style and quality . . .  
Always stitch with Neophil (Nylon) Sewing Thread!*

## PREMIER'S TECHNICAL SERVICE STAFF

— has developed Neophil nylon thread as an all-purpose thread. Because it is properly manufactured for all shoe stitching applications, it sews any operation and does an excellent job on any type of equipment. Without obligation, consult our Technical Service Staff on any sewing problem. Write, phone, or meet us at —

BOOTH 421, FACTORY MANAGEMENT CONFERENCE

**Netherland Plaza Hotel, Cincinnati**  
**April 26th through 28th**

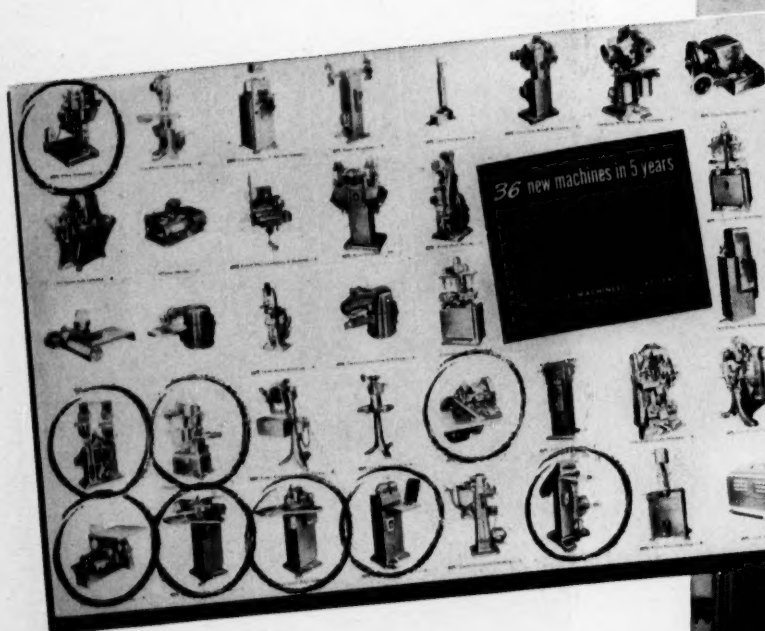


*This tag tells customers your shoes are superior. Write us for full information on our Premier Plan for helping you win recognition.*

**PREMIER S. S. NEOPHIL**  
*The Successful Nylon Sewing Thread!*

PREMIER THREAD CO. • PAWBUCKET, RHODE ISLAND



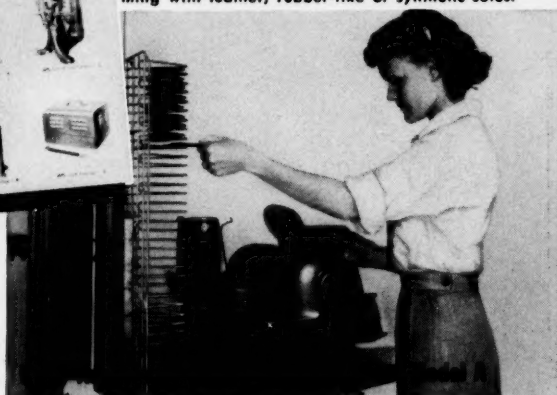


# 9 New STOCK FITTING ROOM Machines

—the result of  
United's Continuing  
Research



This modern, automatic machine keeps production high and operating costs low. Uniform edge trimming with leather, rubber-like or synthetic soles.



Uniform, thrifty edge inking — high production — and lower operating costs are features of this valuable automatic unit.



This modern automatic machine provides the high production advantages offered by its companion machines for edge trimming and edge inking.

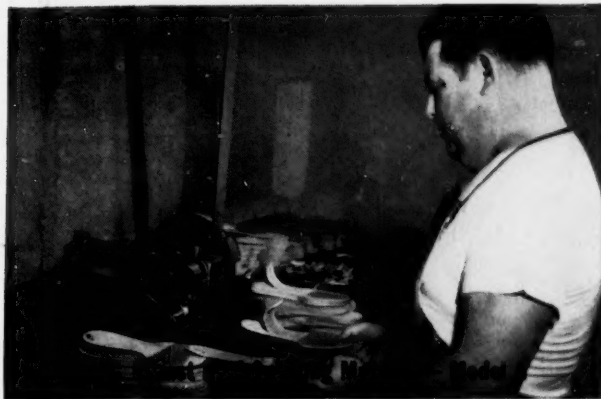
**W**ithin the span of five years, 36 new United machines have been introduced commercially to the Shoe Manufacturing Industry. Nine of these machines are designed to meet Stock Fitting Room requirements.

United's extensive experience in the shoe machinery field, its knowledge of shoemaking and its continuing research program have made possible





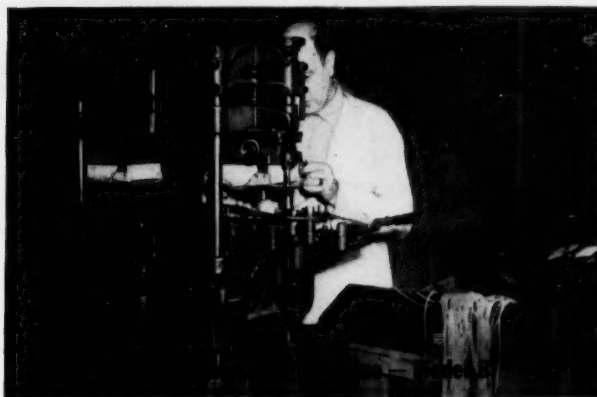
This bench machine for the PLIRIB Process applies overall coating of adhesive to lightweight insole blanks.



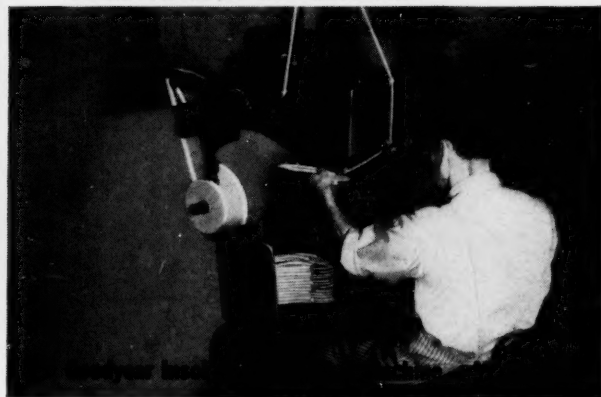
Accurately splits Louis heel breast flaps in leather and rubber, rounded or died out soles — minimizes costly flap tearing.



For laminating composition backing to leather blanks this PLIRIB Process machine provides a uniform surface aiding adhesive bond between pre-formed rib and insole.



Moulds conventional insoles and outsoles, as well as platforms and fibre reinforcement tucks.



The PLIRIB Process uses this machine which forms the rib from pre-cemented tape, attaches it (under pressure) to the insole.



Production capacity of 2,000 or more pairs daily is possible in trimming oversized fibreboard tucks flush with outline of insole.

the development of these machines and the new machines yet to come.

United's expert mechanical and shoemaking service along with its readily available inventories of replacement parts located in shoe manufacturing districts throughout the country assures the operating efficiency of United machines.

**UNITED SHOE MACHINERY  
CORPORATION**  
BOSTON, MASSACHUSETTS



Mutual Bichromates have maintained their position as quality standards in the tanning industry since the fundamental principles of chrome tanning were discovered about one hundred years ago.

For tanners who prefer the convenience of a prepared one-bath tan we supply Koreon, but,

for those who make their own tan, Mutual Sodium Bichromate—granular or solution—has an especial appeal.

Whether you use a prepared one-bath tan or make your own liquor it will pay you to come to Mutual—long regarded as “headquarters” for chromium chemicals of the highest quality.

## MUTUAL CHEMICAL COMPANY OF AMERICA

*Mutual Chromium Chemicals*

270 Madison Avenue, New York 16, N. Y.

KOREON

SODIUM BICHROMATE

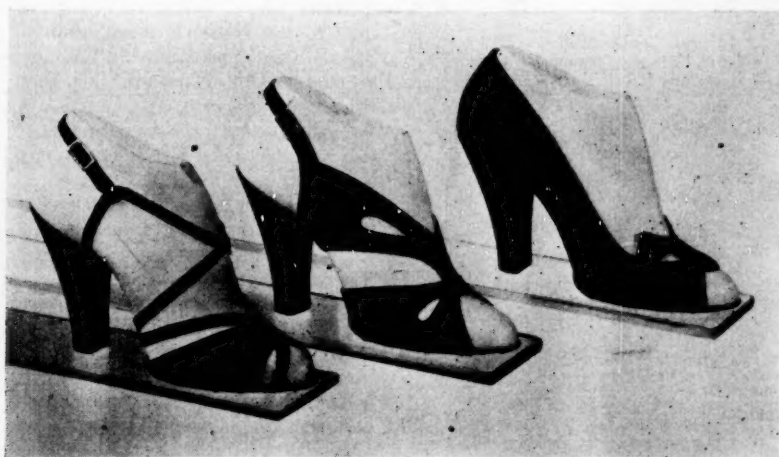
POTASSIUM BICHROMATE

## Kid Suede for Fall

**S**oft and supple for Fall are newest shoe fashions in kid suede. These fine, soft leathers adapt themselves to the outstanding feeling in shoes—light, foot-clinging, curvaceous. Here we see designs highlighting high-riding detailing, pointed toes, graceful lines. Colors are dramatic but right for Fall's newest ready-to-wear. These five pullovers, made in kid suede by Agoos Leather Co.'s, Inc., depict the sales-attracting styles which will be shown next Fall.

Left. Pretty, opened-up pump in brown, piped with gold. Square throatline, smart rectangular vamp opening.

Right. Smooth casual in camel beige and cognac. Note smart jagged line on vamp, and twisted strap.



Left Sandalized for Fall in brown edged with gold. Interesting stripping treatment brought out by gold binding.

Center. One of the most beautiful new shades, raisin, in this dramatic style, hinting at T-strap styling. Wide open toe, teardrop openings in vamp and over instep.

Right. Shadow moss piped in gold for this dainty pump with curvaceous swirl at throatline, lending semi-high feeling to shell pump.



## MILITARY BIDS AND AWARDS

### Suede Gloves

**April 14, 1953**—TAP-30-352-53-438—3,186 pr. gray suede gloves; FOB destination, Naval Supply Depot, Brooklyn, N. Y.; must be delivered by July 31, 1953; opening, New York, 1 P.M.; this procurement for the U. S. Navy.

### Felt Insoles

**April 15, 1953**—TAP-30-352-53-447—282,000 pr. felt insoles, x-large; FOB destination; 177,840 pr. for Auburn; and 104,160 pr. for Schenectady; delivery during July, August, September, October; this invitation for **SMALL CONCERN ONLY**; opening, New York, 11 A.M.; this procurement for the U. S. Army.

### Rubber Boots

**April 30, 1953**—TAP-30-352-53-451—4,992 pr. boots, firemen's rubber; for five destinations; delivery must be complete by September 15, 1953; opening, New York 10 A.M.; this procurement for the Navy.

## OVERSHOE BIDS

Tingley Rubber Corp., Rahway, N. J., was the sole bidder at the opening of ASTAPA invitation TAP-30-352-53-338 which called for 6,800 pr. of overshoes, molded, all elastomer, non-slip sole. Tingley bid on the total quantity, fob. origin, at \$2.32 per pr.; 60 days acceptance, net.

## ARTIFICIAL LEATHER

American Finishing Co., Memphis, Tenn., was low bidder at the opening of ASTAPA Invitation TAP-30-352-53-261—82 hundred lin. yds. of artificial leather—offering to supply the total quantity: a) 1,200 lin. yds. for Philadelphia at 1.505 per yd.; b) 2,000 lin. yds. for Norfolk, Va., at 1.51 per yd.; and c) 5,000 lin. yds. for Oakland at 1.545 per yd. 60 days acceptance, 1% in 30 days. There were six other bidders.

## HYDE LOW BIDDER

A. R. Hyde & Sons Co., Cambridge, Mass., was low bidder at the opening of ASTAPA Invitation TAP-318—6,803 pr. of insole, felt; a) for Shelby, O.; and b) for Maywood, Cal. Hyde offered to supply all at .43 and .435; 30 days acceptance,

net. There were two other bidders:

Silverite Gutterman Co., Boston; all .4425 and .456; 20 days acceptance, 1/2 of 1% in 20 days.

La Grange Shoe Corp., Red Wing, Minn.; all .3978 (small) .4296 (medium); .4132 (small) .4450 (medium); 30 days acceptance, net.

## AWARD HELMET BANDS

Steinberg Bros., N. Y., awarded contract on QM-11-009-53-690 for 693,360 liner bands for helmet M-1. Award made by Chicago Quartermaster Office; valued at \$205,927.92.

## HELMET LINER BANDS

Commonwealth Mfg. Co., N. Y., awarded contract for 375,120 liner bands for helmet M-1 on QM-11-009-53-792. Value of award, made by Chicago Quartermaster, \$114,119.39.

## AWARD MEN'S OXFORDS

The Armed Services Textile and Apparel Procurement Agency of New York has announced three awards on Invitation TAP-30-352-53-238 covering men's low black leather shoes. Awards were as follows:

J. F. McElwain Co., Nashua, N. H., 52,512 pairs at \$4.945 per pair, total dollar value \$259,671.84.

Doyle Shoe Co., Brockton, Mass., 30,000 pairs at \$4.87 per pair, dollar value \$146,100.

Sportswelt Shoe Co., North Easton, Mass., 60,000 pairs at \$4.90 per pair, dollar value \$294,000.

## Shoe Groups Sponsor Korean Relief Drive

A shoe industry drive to collect footwear for Korea's war impoverished people has been launched by three leading shoe associations on behalf of American Relief for Korea, Inc.

Leading the footwear drive are Edward Atkins, executive vice president of the National Association of Shoe Chain Stores; Harold Quimby, secretary of the National Shoe Manufacturers Association; and L. A. Langston, executive vice president of the National Shoe Retailers Association.

Each group has issued special bulletins to its members, explaining the urgency of the situation and suggesting procedures for cooperation.

All manufacturers have been asked to contribute new shoes, rubbers, work shoes, boots, seconds, irregulars, returns and broken lots. An estimated 10 million men, women and children are in need of relief assistance.

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● **WATERPROOF** ●

● *Upper Leathers* ●

● **CHROME RETAN** ●

● *Sole Leathers* ●

● **MECHANICAL** ●

● **LEATHERS** ●

● **LATIGO & LACE** ●

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**MANASSE-BLOCK**

TANNING COMPANY

BERKLEY QUALITY BERKETAN CALIFORNIA

# Person to Person

• **Paul O. Noack** has been appointed technical representative for Nylshu nylon threads, according to W. S. Heminway, president of Heminway & Bartlett, New York thread manufacturer. Formerly with Bates Shoe Co. in Webster, Mass., as well as Kleven



Shoe Co. of Spencer and Heywood Boot & Shoe Co. of Worcester, Noack was a technician for the past 12 years with United Shoe Machinery Corp. He was a specialist in Goodyear welt, Littleway and stock fitting.

• **Jack Zeitler** has been appointed technical sales representative for R. & A. Leather Finish Co., Inc., Brooklyn manufacturer of pigment, resin, aniline and lacquer coatings for leather. Zeitler is a graduate of Pratt Institute School of Leather and Tanning Technology and was formerly with General Dyestuff Corp. He has also been associated with Johnstown Tanning Co.

• **Byron A. Gray**, chairman of the board of International Shoe Co., St. Louis, has been named one of nine men who will receive Horatio Alger awards in New York April 8. Among others to receive the award, given in recognition of rising from modest beginnings to a position of national prominence is former President Herbert Hoover.

• **H. B. Anderson** has resigned as vice president and general superintendent of Selby Shoe Co., Portsmouth, O., after having been with the firm since 1945. He has been succeeded by Ted Hyle.

• **Abraham Turow**, chief chemist for R. & A. Leather Finish Co., will leave early in April for Mexico where he will visit the company's affiliate, R. & A. de Mexico. Turow will help introduce new developments in leather finishing to the Mexican tanning industry.

• **Frank J. Winter**, president of Conaway-Winter, Inc., St. Louis shoe pattern firm, has been elected president of the St. Louis Shoe Pattern Manufacturers Association.

• **C. W. Webster** has resigned his position as district supervisor of John Irving Shoe Corp.'s Western division.

• **Jack Schiff**, executive vice presi-

dent of Shoe Corp. of America, has been named National Chairman of the Shoe Industry Division of the Joint Defense Appeal. The group is the fund-raising arm of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith. Schiff is also first vice president of the National Association of Shoe Chain Stores.

• **Peter Culcasi** has joined Cangemi Shoes, Inc., as superintendent. He was formerly with Andrew Geller, Inc., of Brooklyn.

• Packing room foreman **Michael Zahara** has resigned his post with American Maid Footwear, Inc., of Easthampton, Mass.

• **Chick Terranova** has resigned as making and lasting room foreman with Gerry NuFoam of the Bronx.

• Shoe stylist **Pat Gorman** will become associated with Stein-Sulkis Shoe Co. beginning with the fall fashion season. Miss Gorman's office is located at 45 West 34th St., New York City.

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## TANNERS REPORT IMPROVED SALES ACTIVITY THIS WEEK

### But Calf Leathers Still Lag Despite Recent Price Reductions

Sides and splits do well. Sole leathers unchanged. Kid fair enough.

Fore shanks only fair at 15-17c, hind shanks still at 17-19c.

#### Calf Lags

The decline of calfskin prices finally reflected in calf leather lists in Boston. Tanners, pushed by raw-stock declines of 3½c for lights and 2½c for heavies, finally dropped lists an average of 2c. Buyers, however, still look for further seasonal weakening before placing substantial new orders.

Most lists show men's heavyweight smooth calfskin at \$1.10-\$1.12 for top grades. The business is done in lower 90's, however, generally at 93c and below. Women's top grades, smooth calf, bring 95-96c and below. Interest in middle 70's and below. Suede moves slowly in low 90's.

#### Sheep Tight

Sheep leather tanners in Boston continue to find a fairly steady amount of business but the squeeze on prices is tighter. Reason is uncompromising position of foreign pickled skins and strengthening of domestic skins. Attempts by tanners to increase lists even 1c find much resistance.

Russet linings find business at 22-23c for best volume. Boot linings 27c and below with some tanners ask-

**Sole Sluggish**  
Sole leather tanners in Boston do a little better than last week when new hide price increases slowed orders to a walk. Softening of hide market this week attracts some new interest from sole leather buyers. However, volume is still below expectations.

Prices unchanged. The 10 irons and up bends still bring around 52c and below for tannery run, up to 54c for No. 1's and 2's. The 9/10 iron bends are around 56-57c on average. Medium bends in low 60's, generally between 60-63c; light bends in middle to upper 60's, around 65-68c but slow.

#### Sole Offal Mixed

As before, Boston sole leather offal tanners and dealers find best business in bellies and double rough shoulders. Other selections lag.

Both cow and steer bellies command a firm 27-28c with tanners sold up for weeks ahead. Double rough shoulders hold at 56c and below for lightweight welting stock, 53c and down for heavyweight. Single shoulders find some new business in middle 40's. Heads moderate at 16-17c.

### Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1952 HIGH
CALF (Men's HM)	83-1.10	85-1.14	70-97	85-1.10
CALF (Women's)	78-95	80-98	60-80	80-1.03
CALF SUEDE	78-1.03	80-1.05	60-85	85-1.10
KID (Black Glazed)	75-90	75-90	70-90	75-90
KID SUEDE	80-96	80-96	70-92	80-96
PATENT (Extreme)	56-62	56-62	55-80	56-60
SHEEP (Russet Linings)	18-32	18-32	18-28	18-32
KIPS (Combination)	56-60	56-60	48-52	56-60
EXTREMES (Combination)	51-53	51-54	45-49	54-56
WORK ELK (Corrected)	38-42	38-44	38-42	38-46
SOLE (Light Bends)	65-68	65-68	65-70	68-72
BELLIES	26-27	25-26	22-24	26-27
SHOULDERS (Dble. Rgh.)	50-53	50-53	50-55	50-55
SPLITS (Lt. Suede)	33-38	31-36	36-38	35-39
SPLITS (Finished Linings)	18-22	18-22	15-20	24-26
SPLITS (Gussets)	15-17	15-17	18-22	18-20
WELTING (½ x ¼)	8	7 ¾	12 ½	8
LIGHT NATIVE COWS	17	18 ½-19	14-15	20

All prices quoted are the range on best selection of standard tannages using quality rawstock.



ing 1c more. Chrome holds at 31c and below; buyers more interested in grades below 30c. Colored vegetable linings bring 28c for reds, greens and other high colors, 27c for staples. Garment suede active; tanners report sales to 31-35c and below.

### Side Mixed

Side market shows slight slowdown this week as turnabout of hide market causes leather buyers to proceed more cautiously. Tanners had reduced prices about 1c until last week when new increases caused leather lists to firm. Softening of hide market this week confuses all.

Combination-tanned extremes, HM weights, hold around 53c and below. M weights a cent below this. Larger spreads around 44c and down. Work shoe retan 38-42c. Vegetable-tanned extremes 54c and below.

Kip prices hold but tanners expect a lowering if calf prices continue to fall. Meantime, combination-tanned kip sides pegged at 58-60c for HM weights. M weights 57-59c.

### Splits Move

Fairly good interest in splits continues, according to Boston tanners. Good sales in women's weight suede splits at 38c top for black and colors. Range is 36-38c. Men's weight suede splits a bit slower but do business from 40-44c for black and colors.

Split linings fair at 18-21c. Gussets not too active at 15-17c.

Flexible innersole splits move well at 21-29c for 3½ oz. skins; 33-38c for heavier weights. Lightweight naturals hold at 18-23c; heavier skins at 29-34c.

### Patent Busy

Patent leather continues on merry way in Boston. Good volume reported at former prices. Patent kips 80c and below; extremes 56-58c and down. Large leather 46c and below.

### Kid Between Seasons

Kid leather tanners of Philadelphia say that while the present period is "between seasons," there is still fairly good demand for black suede. Also, black glazed is definitely in demand. Not much interest in any other shade right now—not even dark brown.

Price problem seems to have eased up to some degree. Actual price lists as published for the past several months but, within the minimum and maximum price quotations, there have been adjustments upwards of one and two cents. Since there is a definite market for the middle grades of black suede and glazed and shoe manufacturers must have these leath-

ers, they are coming around to where they are meeting the new prices. Very few sales made in the very top grades, however, and here prices are not so firm. Still some demand for slipper leathers but not sufficient to warrant increasing prices. Linings doing fairly well. Nothing reported in crushed. Satin mats slow.

### Average Prices Quoted

Suede 32c-96c  
Crushed 35c-75c  
Slipper 25c-60c  
Linings 25c-55c  
Glazed 25c-\$1.00  
Satin Mats 69c-\$1.20

### Sole Leathers

Sole leather tanners of Philadelphia say they are still "holding their own." Business continues to move at a good level, with good demand in factory bends, heads and bellies. Prices still as reported for the past few weeks. Findings remain quite slow but they are the only selection of which sole leather tanners can really complain.

### Belting Slow

Belting leather tanners of Philadelphia find a slight decrease in business in some areas. Some rough leather tanners have found that curriers buying slowed down sufficiently to cause a definite drop in business. However, prices remained firm. Other tanners have not felt any slackening in orders and maintain that business is definitely at a good level. Shoulders more active than factory bends.

Curriers report business still slow. While not going any lower, activity was still at the level of the past two weeks. So far, however, prices remain unchanged. Curriers still hopeful that they can at least maintain their current prices although talk of increases has been dropped for the time being.

### AVERAGE CURRIED LEATHER PRICES

	Best	Selec.	No. 2	No. 3
Curried Belting	1.30-1.35	1.25-1.31	1.15-1.27	
Butt Bends	1.61-1.64	1.51-1.55	1.39-1.45	
Centers 12"	1.56-1.58	1.49-1.52	1.40-1.51	
Centers 24"-28"	1.47-1.52	1.41-1.47	1.31-1.43	
Centers 30"	1.21-1.25	1.15-1.21	1.05-1.11	
Wide Sides	1.15-1.17	1.10-1.13	1.00-1.07	
Narrow Sides	1.15-1.17	1.10-1.13	1.00-1.07	

Premiums to be added: Ex Light, plus 5c-10c; Ex Light, plus 7c; Heavy, minus 5c-10c; Ex Heavy, minus 5c.

### Glove Leathers Dull

Glove leather business continues extremely dull. Fine leathers in a seasonable slump with prices about where they were a year ago. Coarse leathers would enjoy a much better demand if prices remained steady. Tanners however are adjusting their prices to the pickle skin market and glove buyers refuse to go along.

**THE OHIO LEATHER CO.**



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LOS ANGELES: A. J. & R. Cook  
CINCINNATI: J. E. Tracy

Iranians quoted at 26c, 22c and 18c. Low grade selling well to outside sources. Men's grey suedes bringing 38c for the tops and 32c for the seconds. Demand is fair but no one wants to book forward business.

Unlimited demand for garment suedes in colors. Prices range from 40c down for the water repellent tannage. Regular tannages somewhat less. No distress merchandise in this market so prices should remain firm.

### Bag, Case and Strap Spotty

Although business in bag, case and strap leathers described as fairly good during the past 10 days in most quarters, bookings of new orders this week rather spotty. Colors continued to receive some call and best interest shown for black as well as tan shades in addition to regular russet finish.

Some business indicated at prices about 2c under recent top quotations. Case leather quoted at 44-46c for 2/3 ounce, 46-48c for 3/4 ounce, and 48-50c for 4/5 ounce. Grade A russet finish strap leather of 4/5 ounce ranged 54-56c, 5/6 ounce at 56-58c, 6/7 ounce 58-60c, 7/8 ounce 60-62c, 8/9 ounce 62-64c, 9/10 ounce 65-67c and 10/11 ounce at 68-70c. Grade B quoted at 3c less and Grade C an additional 6c less. Colors bring

premiums of 2c and glazed 3c over russet.

### Work Gloves Slow

Although some additional orders booked for work glove splits, demand not quite so brisk this week. Business at a slower pace in some quarters as compared with recent preceding weeks.

No particular change in prices reported. LM weight work glove splits still quotable at 14-15c for No. 1 grade, 13-14c for No. 2 grade and 12-13c for No. 3 grade. M weight listed 16-17c for No. 1 grade, 15-16c for No. 2 grade and 14-15c for No. 3 grade.

### Garment Strong

Some business suede reported at 34c and down here and in other directions reports were heard of 35c and down being realized for good tannages. In one quarter, as high as 38c was asked for top quality chrome tanned.

Grain finish reported sold at 31-32c and down. Here too, some top quality tannages were held at higher prices.

Horsehide garment leather remains firm and still quotable at 42c and down for better tannages. Last reported business on this basis with some sellers accepting bookings for May and as far ahead as early June.

### Tanning Oils Firm

Quotations on Tanning Oils firm and unchanged this week as raw oils markets continued to strengthen. Tanning Materials unchanged.

### Raw Tanning Materials

Divi Divi, Dom., 48% basis shp't, bag

Wattle bark, ton	.....	\$73.00-75.00
....."Fair Average"	.....	\$104.00
....."Merchantable"	.....	\$100.00
Sumac, 28% leaf	.....	\$115.00
Ground	.....	\$115.00
Myrobalans, J. 1's Bombay	.....	\$46.00
Sorted	.....	\$48.50
Genuines	.....	\$53.50
Crushed 40%	.....	\$63.00
Valonia Cups, 30-32% guaranteed	.....	\$65.50
Valonia Beards, 42% guaranteed	.....	\$88.00
Mangrove Bark, 30% So. Am.	.....	\$59.00
Mangrove Bark, 38% E. African	.....	\$79.00-80.00

### Tanning Extracts\*

Chestnut Extract, Liquid (basis 26% tannin), f.o.b. plant	.....	4.25
Tank cars	.....	5.10
Barrels, c.l.	.....	5.42
Barrels, l.c.l.	.....	
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	.....	10.92
Bags, c.l.	.....	11.65
Bags, l.c.l.	.....	
Cutch, solid Borneo, 55% tannin	.....	.08 3/4
Hemlock Extract, 25% tannin, tk. cars f.o.b. works	.....	.0625
bbls. c.l.	.....	.06 1/2
Oak bark extract, 25% tannin, lb. bbls. 6 1/2-6 3/4, tks.	.....	.06 1/2
Quebracho Extract:		
Solid, ord., basis 63% tannin, c.l.	.....	31/64
Solid clar., basis 64% tannin, c.l.	.....	3/16
Wattle extract, solid, c.l., East African	.....	.10 1/2
Wattle extract, solid, c.l., South African	.....	.11 1/2
Powdered super spruce, bags, c.l.	.....	.05 1/2
l.c.l.	.....	.05 1/2
Spruce extract, tks., f.o.b. wks.	.....	.01 1/2
Myrobalan extract, solid, 55% tannin	.....	.07 1/2
Myrobalan extract, powdered, 60% tannin	.....	.10
Valonia extract, powdered, 63% tannin	.....	.10
Quebracho Extract, Powdered, Swedish spray dried, 76-78% tannin	.....	.16 1/2
Wattle Extract, Powdered, Swedish, 73% tannin	.....	.15 1/2
Powdered Spruce, spray dried, Swedish	.....	.04
Myrobalan, Swedish, Powdered 68-70%	.....	.11 1/2
Oakwood, Swedish, solid, 60-62%	.....	.11 1/2
Oakwood, Swedish, powdered, 64-66%	.....	.12
Larchbark, Swedish, solid, 54-56%	.....	.11 1/2
Larchbark, powdered, Swedish spray-dried, 58-60%	.....	.12 1/2

### Tanners' Oils

Cod Oil, Nfd., loose basis, gal.	.....	.90-.95
Cod, sulphonated, pure 25% moisture	.....	.13-.13 1/2
Cod, sulphonated, 25% added mineral	.....	.12
Cod, sulphonated, 50% added mineral	.....	.10 1/2
Castor oil, No. 1 C.P. drs. l.c.l.	.....	.28 1/2
Sulphonated castor oil, 75%	.....	.26
Linseed oil, tks., f.o.b. Minn. drums	.....	.152
Neatsfoot, 20° C.T.	.....	.32
Neatsfoot, 30° C.T.	.....	.30
Neatsfoot, prime drums, c.l.	.....	.16
l.c.l.	.....	.18
Neatsfoot, sulphonated, 75%	.....	.16 1/2-.17 1/2
Olive, denatured, drs. gal.	.....	2.05
Waterless Moellon	.....	.14
Artificial Moellon, 25% moisture	.....	.13
Chamois Moellon, 25% moisture	.....	.11-.12
Common degreas	.....	.18-.20
Neutral degreas	.....	.30-.31
Sulphonated Tallow, 75%	.....	.11-.12
Sulphonated Tallow, 50%	.....	.07-.08
Sponging compound	.....	.13-.14
Split Oil	.....	.11-.12
Sulphonated sperm, 25% moisture	.....	.14-.15
Petroleum Oils, 200 seconds visc., tks., f.o.b.	.....	.16
Petroleum Oils, 150 seconds visc., Tks., f.o.b.	.....	.15
Petroleum Oils, 100 seconds Visc., tks., f.o.b.	.....	.14

\*Imported Extracts are plus duty.

# SUEDE CALF

KID SUEDE CARR-BUCK GRAIN CALF

## CARR LEATHER CO.

183 Essex St., Boston, Mass.—Tanneries at Peabody



<b>EAGLE</b> Corrected Grain Elk Sides	<b>OTTAWA</b> Corrected Grain Elk Sides
<b>MERICAN</b> Full Grain Prints	<b>WOLVERINE PRINTS</b> Corrected Grain
<b>HAVEN SIDES</b> Chrome	<b>ROAMER SIDES</b> Combination
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<b>FLEXIBLE SPLITS</b>	

SALES OFFICES IN PRINCIPAL CITIES

EAGLE-OTTAWA LEATHER COMPANY, GRAND HAVEN, MICH.

## SLOWER SALES ACTIVITY FORCES HIDE PRICES DOWN

### Tanners' Reluctance To Pay Advances Causes New Softening

#### Hides Weaken Again

The strength apparent in the big packer hide market a week ago made a quick disappearance when it became evident that tanners were unwilling to pay the advances recorded on sales to dealers and hide exchange operators for such selections as heavy native and branded steers. Speculators also became less enthusiastic buyers when hide futures, along with other commodity markets as well as the stock market, declined early this week on news of peace negotiations being resumed in Korea.

Heavy native steers sold at a half cent down to 12½¢ for Chicago and river points and 13¢ for St. Paul. Branded steers also dropped ½¢ to 11¢ for butts and 10½¢ for Colorado. River heavy native cows declined to 14¢ but low grub northern from St. Paul continued to bring up to 15½¢ paid by specialty outlets. Branded cows, meanwhile, held steady at 13¢ for northern and 13½¢ for lighter average southwestern. Some very light average branded cows from Lake Charles, La., brought 14¢.

Probably the weakest selection on the list was light native cows. Interest from upper leather tanners was very apathetic. The latest trading basis at 17¢ is a full cent down from the price of last week.

Situation in bull hides rather mixed. While one of the independent Chicago packers was able to realize steady price of 11¢ basis natives, some Ft. Worth and Denver bulls sold at 10¢ for native and 9¢ for branded, possibly due to high freight costs.

#### Independents Move

Several of the larger midwestern independent packers have accepted going prices for the big packer selections this week. Packers' Ass'n. sold 1,500 heavy native steers at 12½¢, 2,500 branded cows at 13¢ and 600 bulls at 11¢ for natives and 10¢ for brands.

An eastern packer cleared about 4,500 hides from southeastern points such as Montgomery-Moultrie, Ga., at 12½¢ for native steers and 14¢ for heavy cows; 13¢ for Nashville native steers and 14¢ for heavy cows. A few branded steers involved at these

## HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close Apr. 2	Close Mar. 26	High For Week	Low For Week	Net Change
April .....	16.15T	17.15T	17.26	16.12	—100
July .....	15.90B	16.40B	16.45	15.78	— 50
October .....	15.51T	15.95B	16.10	15.50	— 44
January .....	15.05B	15.55B			— 50
April .....	14.78B	15.25B	14.80	14.80	— 47
July .....	14.50B	14.95B	14.85	14.50	— 45

Total Sales: 396 lots

## HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Heavy native steers .....	12½-13	13	13½-14	11½
Light native steers .....	17½	18N	19½	16½
Ex. light native steers .....	20½-21	21	22	18½
Heavy native cows .....	14½-15½	14½-15½	15½-16	13½-14½
Light native cows .....	17	18	19	16½-17½
Heavy Texas steers .....	11½N	12	12	10
Butt branded steers .....	11	11½	11½	10
Light Texas steers .....	15N	16N	17	15
Ex. light Texas steers .....	18N	18½	20	17
Colorado steers .....	10½	11	11	9½
Branded cows .....	13 -13½	13 -13½	13½-14½	13 -13½
Native Bulls .....	10 -11	11	11½	10½
Branded Bulls .....	9 -10	10	10½	9½
Packer calfskins .....	47½-57½	47½-57½	49½-57½	25 -37½
Packer kipskins .....	31 -40	31 -40	31 -37½	24 -28

NOTE: Price ceilings have now been completely ended by the government. All remaining goods and services have been removed from price controls. All regulations winding up controls require that applicable records be held until April 30, 1955.

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- SPRUCE EXTRACT
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- POWDERED SUPER SPRUCE
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Also prepares both bark and chrome tanned sides and whole hides for the skiving and splitting machine.

**Quirin Leather Press Co.**  
Olean, New York



points at 11c and branded cows at 13c while Atlanta light hides brought 18½c for natives and 16½c for brands.

#### Small Packers Mixed

A rather mixed situation prevailed in this market. Scattered trading involving midwest productions averaging from 48 to 52 lbs. at prices ranging from 15c selected and 15c flat up to 15½c flat and one lot of choice plump 50-52 lb. avg. packers brought 15¾c. Some sellers asked 16c for 46-47 lb. avg. hides but tanners reluctant to reach that high.

Some business in 52-54 lb. avg. hides at 14½c selected fob. and later 14c seemed about best bid. Some special plump 30-65 lb. hides averaging 56 lbs. brought 14c selected fob. Sales of 66 lb. avg. small packers at 12c for natives and 10c for brands and 75 lb. avg. at 11c and 9c respectively also were reported on a selected fob. basis.

#### Country Hides Rocky

This market holding barely steady this week. A little business in good locker-butcher hides free of renderers averaging around 50 lbs. or shade heavier in the range of 12-12½c flat

tr'd. fob. Although some good mixed lots of country hides containing very few renderers brought 11½c, buyers showed a tendency to back away and name limits of 11c again.

Good 48-50 lb. average renderer hides last reported sold at 11c but one car of lighter stock averaging about 45 lbs. brought 12c flat trimmed fob. In carload lots, glue hides a shade easier at 9-10c as to average weights but some country bulls brought 8c for natives and 7c for brands, fob.

#### Calf and Kip Wanted

Following the initial trading in big packer calfskins a week ago totaling about 22,000, some additional business reported including bookings by tanning packers to subsidiary outlets. Total movement now estimated around 50,000 calf, Wisconsin all-weights bringing 50c for heavies and 47½c for lights while St. Paul lights alone sold at 47½c. No recent offerings of St. Paul heavy calf which were last reported sold at 57½c.

Some business in big packer northern kip for export at 40c but domestic buyers last paid 37½-32½c for northern and 36-31c for southern kip and overweights. Big packer regular slunks sold, as previously reported,

at \$2.25. Large hairless ranged 80-90c as to sellers.

#### Horsehides Quiet

Except for a scattered odd lot selling here and there, this market has been comparatively quiet. Offerings from producers of whole hides limited, reflecting a well sold up position and continued light production.

Market for cut stock considered only about steady, some good northern fronts moving at \$6.50 even though as high as \$7.00 was still asked in certain selling quarters. Buyers in some directions named lower ideas ranging down to \$6.25. Butts, 22" and up, moved in a range of \$3.00-3.50 as to lots.

#### Sheep Pelts Steady

Some steady business in big packer shearlings and clips with slightly better prices realized in a few instances. Clips brought \$2.85-3.00, No. 1 shearlings \$2.35-2.50, No. 2s \$1.65-1.70, and No. 3c \$1.10. Reports that more west coast top quality clips brought \$3.25 and No. 1 shearlings up to \$3.00 which trading just about cleans up the bulk of supplies coming from early shorn lambs there.

March wool pelts of midwestern packer productions last sold in the range of \$4.45-4.55 per cwt. live-weight basis. Large independent packers scheduling sales of April productions next week. Full wool dry pelts quoted at 28-29c delivered, the inside price last paid and outside price later asked.

Pickled skins a shade firmer and some business reported at \$13.00 per dozen for sheep and lambs as against previously noted sales at \$12.75. Some sellers ask \$13.50 for lambs and \$14.00 for sheep.

#### Dry Sheepskins Difficult

A little more interest developing in pulling skins but as yet buyers and sellers are slightly apart in their ideas of value. Cables from Australia report Melbourne sheepskin sales resumed with 81,000 skins offered and keen competition evident. The 58s and up, two inches and up advanced six to ten pence, the bare to one inch advance three to four pence while all other descriptions were five to eight pence dearer as compared with the February 28th sale.

At Sydney, 46,000 offered and prices generally were one to four pence higher. Some negotiations pending on Argentine wool pelts.

Hair sheep markets also slow. Some business passing in Brazil cabretas although generally trading held up due to high asking prices. Some

for producing...

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MORE ECONOMICALLY**

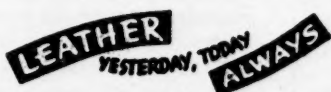
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regulars sold at \$12.50, basis manufacturers, but other sellers claim their shippers asking \$12.50 fob. Other varieties slow.

#### Pickled Skins Firm

New Zealand market continues firm on lambs as relatively few offers coming out at the present time. Last confirmed sales North Island brands at from 100-102 shillings while South Island brands said to have sold at 84-86 shillings.

Sheep, however, easier and late sales involved "Islington" South Islands at 100 shillings. Other brands of South Island sheep sold up

to 110 shillings and last sales North Island sheep at 117-119 shillings.

Domestic market firmer and some eastern Feb.-March lambs and sheep sold at \$13.00 per dozen, flat basis. Western market also firmer and following sales at \$13, sellers asking \$13.50 for lambs and \$14.00 for sheep.

#### Reptiles Slower

Additional sales of Brazil back cut tejus at from 83-86c fob., depending upon shippers for 20/60/20 assortment. New offers noted at from 85-90c fob. Some shippers trying to include giboias at 50c fob., but little

interest for these and last confirmed sales at 2c less. Additional sales of chameleons at 16c.

Ring lizards mixed. While some sellers here state that bids of \$1.60 have been refused by their shippers, others have made offers of Java, Malayan, etc., rings, 25 centimeters and up, 31-32 centimeters average, 60/40 and 70/30 selection at \$1.60 and failed to interest buyers.

#### Deerskins Slack

Very little call for Brazil "jacks" as most tanners claim they have enough skins to take care of the present leather demand. Occasionally, a small lot will move to an outside buyer. One sale made of skins afloat at 67c, basis manufacturers, while for shipment, they can be bought at 3c less. In few instances where bids were made, buyers ideas around 55c fob., basis importers.

#### Pigskins Firm

Primary markets continue firm but buyers have reduced their ideas following late sales. Best bids for Para grey peccaries \$1.65 fob., blacks 20c less and wet salted capivaras \$2.50 fob., all basis importers. Last confirmed sales of wet salted capivaras to manufacturers were at \$3.25.

Shippers asking \$2.15 fob., basis importers for Manaos grey peccaries and 40c less for the blacks as against recent sales to manufacturers of the greys at \$2.30-2.35 with Peruvians going at about a nickel less.

Dry Chaco carpinchos selling at \$3.30 basis manufacturers. Last sales Ecuador peccaries at \$1.60 caf. basis importers and Bolivians at \$1.85, basis manufacturers. Europe has been buying, making shippers firm at origin.

#### Goatskins Easier

Price resistance by tanners keep goatskin market softer although most sales hold fairly steady to date. Indication is that prices have reached top for time being. Delhi Amritsars, 1200 lb., bring \$8.75 per dozen c&f. for shipment while Pakistan selections at \$9.00-\$9.25. Southern Indias bring top of \$10.00 for 1.70/1.80 lb. skins, specially selected.

In Mochas, genuine Battis move at \$12.75-\$13.00 while Batti types bring \$10.75-\$11.00. Latest Berberah sales for 95/100 lbs. reported at \$9.00 for 30/40/30 types. Red Kanos goat-skins also moved for \$1.05½ per lb. c&f., basis primes.

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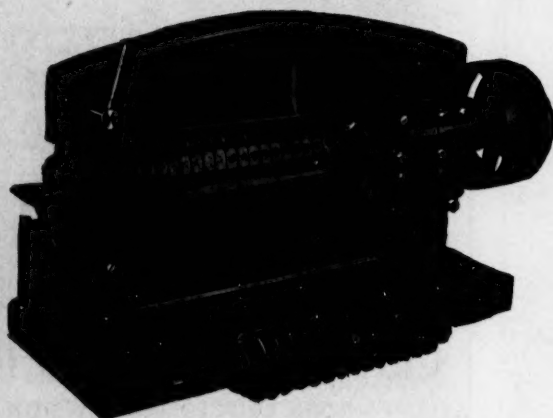
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# NEWS QUICKS

About people and happenings coast to coast

## Delaware

• **Amalgamated Leather Co.'s, Inc.**, of Wilmington reports a net loss of \$12,539 for the year ended Dec. 31, 1952, as compared with a net loss of \$119,163 in the same period last year. Last year's loss is after \$26,172 recovery of Federal income tax of former years. Net sales were \$7,049,847 against \$6,394,190 in the previous year. John B. Blatz, president, reports the company has been operating at a profit since last fall.

## Illinois

• **The Hide & Leather Association of Chicago** will hold its first 1953 get-together on Friday evening, April 17, at The Lake Shore Club. Dinner and card party will start at 6:00 p.m. Members and guests are invited.

• **Florsheim Shoe Corp.** reports sales of \$8,177,183 for the first quarter 1953. This compares with sales of \$1,054,461 in the same period last year when a strike curtailed factory operations.

• Board of directors of the **National Hide Association** will meet at 11:00 a.m., April 17, at the Bismarck Hotel, Chicago. Abe Drasin, NHA president, will preside over a discussion of the Leather Industries program and other subjects.

## Pennsylvania

• **Eagle-Ottawa Leather Co.** of Grand Haven, Mich., has announced appointment of **Lewis W. Keith and Son** of Carlisle as sales representative in Pennsylvania, New Jersey, Maryland and Virginia. Keith replaces Daniel L. Daniels of Philadelphia who retired from business on April 1.

• **Coulson Heel Co., Inc.**, of Hanover has announced plans for the construction of a new plant in Hanover by Oct. 1. Coulson has been making leather heels, top lifts, counters, insoles and outsoles in Hanover for the past 36 years. Officers include Charles H. Coulson, president; Charles W. Coulson, vice president; and Robert L. Coulson, secretary-treasurer.

• The Pennsylvania Committee of the **New York Superintendents' and Foremen's Association** met March 19 at the Hotel Redding in

Wilkes-Barre to discuss formation of a Pennsylvania group. The meeting was attended by close to 50 executives in the area. Next meeting is scheduled for April 9.

## Missouri

• The 100th anniversary of **Moser Paper Box Co.** of St. Louis was celebrated March 24 with a banquet at the Missouri Athletic Club in St. Louis. Some 165 employees presented Louis Moser, president, with a bronze plaque containing portraits of the three presidents who have headed the firm since its inception.

## Washington, D. C.

• The Annual Convention and Supply Exhibit of the **Luggage and Leather Manufacturers of America, Inc.**, will be held April 19-22 at the Shoreham Hotel in Washington, D. C.

## Georgia

• Preliminary agreement in purchase of **Michael's Department Store** at Athens by **Davison-Paxon Co.** of Atlanta is reported.

## Massachusetts

• **Colonial Tanning Co.'s** Ayer division has announced plans for a new building program. Plans have been completed for construction of a new building at a cost of \$60,000. The new addition will be completed this summer.

• With the addition of 9,500 feet of floor space to its Paste Department, **Phenny Smidt Leather Co.** of Peabody is expanding its manufacture of Phylon leather paste. New machinery and equipment have been installed and production has already increased substantially.

• Creditors of **Sherman Footwear Co.**, Marlboro shoe manufacturer, met recently in Boston to review the firm's financial status. The company has suspended manufacturing operations with officials claiming they will be resumed shortly. Independent auditor

# MYRTAN



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has been named to appraise the firm's assets and another creditors' meeting will be held shortly. Liabilities are estimated at \$108,000 to unsecured creditors. No estimate of assets has been made.

- **Assets of Leavitt Counter Co., Inc.,** Haverhill manufacturer of counters, were sold recently at public auction.

- **Creditors of Bradley Shoe Co., Inc.,** Lynn footwear manufacturer, have approved a Chapter XI Plan filed by the company. Hearing on confirmation of the plan was held April 1. The plan offers unsecured creditors 20 percent payable at five percent in cash within one month of confirmation and 15 percent in three equal installments by notes maturing in three, six and nine months after first cash payment.

#### New York

- **The 210 Associates** will hold its 21st semi-annual banquet and enter-

tainment Tuesday evening, May 5, at the Waldorf-Astoria in New York City. The banquet is held during the semi-annual Popular Price Shoe Show of America. Reservations are now available from the Associates at 210 Lincoln St., Boston.

- **DuBarry Bags, Inc.,** New York handbag maker, has been assigned by New York County Court to Philip F. Wickel of New York City.

- **Suburban Shoe Co.** has been organized at Hempstead, L. I., to make a line of women's casuals. Owner is John Calderazzo who reports production of 80 cases per day will begin shortly.

- Establishment of a new Professional Service Department to provide information and advice concerning the care of children's feet has been announced by Herbert Posner, president of **Dr. Posner Shoe Co.** Edwin Bobrow will be in charge.

- **Louis B. Keane**, vice president of A. S. Beck Shoe Corp., and **Dominick J. Calderazzo**, president of Eastern Footwear Corp., have been named co-chairmen of the **Shoe and Leather Committee** for Cardinal Spellman's annual appeal to raise funds for support of Catholic Charities. First meeting of the group was held March 20 in New York. Goal of the Committee is \$2,477,138.

- **Mr. Stanley, Inc.,** is the name of a new firm organized at 661 Broadway, New York City, to manufacture dressmaker shoes. Stanley J. Philipson, formerly with Andrew Geller, Inc., is owner and operator. The firm's line will be called "Mr. Stanley Footwear" and will be available soon.

- **Burstein Bros.,** New York ladies' handbag manufacturer, reports it has sufficient consents to its amended Chapter XI Plan to effectuate the plan which proposes payment of 33 1/3 percent in cash.

- **Creditors of Ira Leather Goods Co., Inc.,** New York maker of ladies' handbags, have named a committee to supervise orderly liquidation of the firm or perhaps interest new money and continue the business. Total assets are reported at approximately \$50,000 with liabilities, including old tax claims at \$44,355. The firm also owes \$79,400 to Ira Rosenzweig, principal. Plant and equipment are mortgaged.

- **Consolidated Leather Manufacturing Co., Inc.,** has filed articles with the office of the secretary of state changing name to **Banmor, Inc.** Also, the **New York Leather Products Co., Inc.,** has filed articles changing its name to **Consolidated Leather Manufacturing Co., Inc.**

#### New Jersey

- Schedules filed in the bankruptcy matter of **David Sandow**, trading as Trenton Jobbing Mfg. Co. and Trenton Surplus Centre, wholesale and mail order shoe firm, list liabilities of \$16,675 including unsecured claims of \$16,612. List of assets has not been filed as yet.

#### Maine

- **Colby College** of Waterville has received a \$50,000 gift from **Chicago Rawhide Mfg. Co.** of Chicago as a memorial to William H. Emery, Jr., son of the former Fairfield native who founded the company.

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*Stormwelt*  
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Visual fluoroscopic inspection — no fingertip searching to locate sharp tack points. Shows entire shoe interior, shank, staples at a glance.  
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## Canadian Notes

• **Canadian production** of leather footwear reached a six-year high total of 37,460,000 pairs in 1952 or 14% above previous year's total of 32,921,000 pairs. There were increases in output of all main groups of footwear except those made in sizes for youths.

Production in 1952 showed the following with figures in brackets for 1951: men's, 8,873,000 (7,951,000) pairs; boys', 1,314,000 (1,064,000); women's and growing girls', 17,712,000 (15,545,000); misses', 3,350,000 (2,882,000); children's and little gents', 2,823,000 (2,429,000); babies' and infants', 3,035,000 (2,689,000); youths', 353,000 (360,000).

The trend toward the replacement of leather by synthetic products as soling material continued in 1952, the report states. Two-thirds of the past year's production of boots and shoes were soled with substitute materials

compared with 57.4% in 1951, 48.4% in 1950, and only 15% in 1945.

• Head of the Toronto leather firm, Beardmore & Co., and vice-president of Canada Packers Ltd., **Stewart G. Bennett**, has been elected president of Canada's Royal Winter Fair which is held annually in Toronto and attracts some 17,000 entries.

• Canadian **retail sales** of shoes across the nation increased 20.8% in dollar volume in Jan. this year compared with a year ago but dropped 51.7% against the preceding month. Gains in Jan. over last year included 25.6% in Ontario, 19.4% Maritime Provinces, 17.7% Alberta, 16.3% Quebec, 13.2% British Columbia, and 9.2% Manitoba.

Of the estimated sales of \$7,003,000 in Jan., independent dealers obtained \$4,523,000 and chains \$2,480,000.

• **Wholesale sales** of footwear across the nation increased 11.4% in dollar volume in Jan. compared with last year in this month but inventories dropped 11.5% in this period.

• **Argentina** is reportedly seeking to arrange a deal with Canada whereby

large quantities of hides would be shipped into the Canadian market.

• **T. Sisman Shoe Co., Ltd.**, of Aurora, Ont., men's and boys' shoe manufacturer, has moved its Campbellford plant to Alliston in Ontario.

• **Clair Shoe, Ltd.**, of Clair, New Brunswick, has closed down operations and is offering business and plant for sale.

• The **Montreal Shoe Superintendents' and Foremen's Association** will hold its annual dance April 18 at Victoria Hall in Westmount. Profits will help defray expenses of members attending the North American Convention in New York City, May 1-2.

• **Emile Froustey** has resigned as sales manager of Dominion Wood Heel Co. in Montreal to join Bennett, Ltd., Fort Chambly, Quebec. He will head the firm's wood heel division.

• Sales of Canadian chain stores across the nation increased 29% in dollar volume in January compared with same month last year and value of stocks of such stores rose 6% in this period, Canadian Government reports.

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BLACK AND COLORS

**AMALGAMATED LEATHER CO'S. INC.**

WILMINGTON 99,

DELAWARE



## NEW DEVELOPMENTS

(Concluded from Page 10)

tage; reducing operator fatigue, and improved quality of work.

Extension levers bring the controls down lower. The application of leverage now lends the machine almost finger-tip control of correcting pull pressure, either side or lengthwise, all during the pause cycle during operation.

The machine is also equipped with a vastly improved hydraulic pump that does so much to pull shoes tight without breaking the lining or even the upper.

While this machine is not a new creation, it is as much improved over the old types of pulling over machines as is the modern auto over the early buckboards.

Source: United Shoe Machinery Corp., Boston; Pat. No. 2,552,793.

## FACTORY-OWNED STORES

(Concluded from Page 9)

branded fable has been the chains which have taken over a good share of the volume market (approximately 50 percent of the retail shoe business) while using no names but their own.

Even the larger department stores have come to recognize this fact. Many are now having shoes made up under their own name and doing a good job to promote these names.

Similarly, many of the more successful retailers have built up their following not through promotion of brand names but winning consumer approval of their store name. People who once bought a favorite brand name now buy shoes from their favorite retailer.

Still another factor must be considered. The big shoe producers have become big primarily because they have learned over the years not only how to make good shoes in volume at volume prices but to market them to

the middleman and retailer. Yet their experience in selling shoes to the consumer is limited.

Similarly, the better independent retailers have become so because they have learned how to give the public the type of shoes, prices and service they want. In short, they have taken up where the manufacturer and distributor have left off. The experience gained would and does stand them in good stead in any all-out competition against factory-owned stores.

Most independents are known as specialists in their own line. They are successful because they know more about selling certain types of shoes than their competitor. Over the years, they have built up a following that has come to expect certain qualities and services from them. It would be difficult for the factory outlets to capture this following from them.

The more experienced retailers are fully aware of this. They are even convinced that the factory-owned trend may prove beneficial to retailers and the shoe industry as a whole. If competition becomes heavy, the weaker independents, they say will be forced to drop out. The better ones will be spurred to greater efforts to improve their promotion and advertising, merchandising, sales programs, customer services, administration, etc. Overall, more shoes will be sold and the entire industry will benefit.

### Unbranded Lines

Still another point they make concerns the branded lines. Were independents forced to drop the brand names, they could pick up unbranded lines which would allow them a higher mark-up than the traditional 40 percent they must now figure.

Another possibility, according to experienced retailers, is the banding together of independent retailers into a cooperative purchasing group. This group would arrange with a selected group of medium-sized or smaller manufacturers to supply them at agreed-upon prices with a rounded line of shoes. In effect, it would be an alignment of the moderate-sized manufacturers and independent retailers against the larger producers and their outlets.

All in all, the influx of the factory-owned shoe store may eventually prove a boon to the shoe industry. If they threaten the existence of the independent retailer, he will be spurred to greater efforts to hold and increase his sales. And, if in the end, cooperative action is proved necessary, everybody stands to benefit.

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For Linings, Bags,  
Cases, and Strap

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RANCH TANNED  
AND  
INDIAN TANNED  
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For Fine Casuals  
and Sport Shoes

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(Other Want Ads on Page 38)

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200,000 feet Black and Brown Sheepskins, with Boar and Shark Prints, excellent quality goods made by leading American sheepskin tanners.

25,000 feet Sheepskins in Cell and Morocco Prints. Colors—Black, Brown, Suntan.

25,000 feet Bark Tanned Sides, top grains, all in Alligator prints. Colors—Black, Brown, Suntan, Red, Blue, Green.

Will sell at under fifty percent less than cost. Must liquidate. Samples on request. For full information, write to:

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- 2 United Victory large sole leather rollers
- 1 Quarmby & Hilliker large sole leather roller
- 1 United large splitter, 24- or 28-inch
- 1 United large splitter, 18-inch
- 1 Baling machine
- 2 United power sole leather stuffers
- 1 60-inch Quarmby & Hilliker almost new stuffer, with large steel table
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Address C-10,  
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300 W. Adams St.,  
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Medium sized tannery in Southwest, equipped with new machinery. Consider partnership to purchase half and manage buying and selling. Tanning experience not needed. We take care of tanning. Address B-17, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

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BROCKTON, MASS.

#### For Sale

EQUIPMENT OF COMPLETE REPTILE TANNERY. New within the past ten years including 1 Sheridan Press No. 8E steam head complete with travelers guard and motor—new 1945; 1 Sheridan Press No. 5 steam head complete with travelers guard and motor—new 1949. Company forced out of business.

Kleme Leather Company  
57 Bergen Street,  
Newark, N. J.

#### Cash Buyers of All Grades of Animal Hair

Horse and Cattle Tails  
Horse and Cattle Tail Hair  
Mane Hair—Hog Hair

KAISER-REISMANN CORP.  
230 Java St., Brooklyn 22, N. Y.  
Telephone: EVERgreen 9-1032-3

#### Blue Splits for Sale

TRIMMED AND SORTED for weight and grade. Large quantities. Steady supply. Tell us what you are making and we will furnish a suitable selection.

Address D-1,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

#### Wanted

A SHEEPSKIN SKIVER AND GOATSKIN line for the handbag, wallet and personal leather goods trade. Have built up a wonderful following after 20 years' experience of selling these trades. Have a New York office and representing at the present time a large tanner of cowhides. Address D-2, c/o Leather and Shoes, 20 Vesey St., New York 7, N. Y.

#### For Sale

United Shoe band knife splitter, Model A. Excellent condition.

Address D-6,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

#### Help Wanted

#### Tanner Wanted

WOULD PREFER A TANNER with experience in tanning lace leather in Rawhide, Indian tan and chrome.

Address B-10,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

### Brazilian Leathers

Ask

Schlossinger & Cia. Ltda.

Caixa Postal 917  
Sao Paulo, Brazil

Get Away  
from Your  
Desk . . .  
but stay  
on the job!

Did the doctor ever tell you you should relax more . . . and did you say, under your breath, "Yeah, but who's going to do my work?"

Why not do both? Why not get away from your desk for a few minutes every day but still stay on the job?

Take time off to laugh—that's the greatest relaxer in the world—and here's how you do it: Get a copy of "Shoeman's Holiday" at \$1.50 (soft cover) or \$2.50 for the hard cover.

Keep it on your desk. It'll give you the daily "breather" you ought to have and help you see the lighter side of shoe business.

Save doctor bills. Order your "Shoeman's Holiday" today—the book that makes business easier.

Shoeman's  
Holiday

Published by  
The Rumpf Publishing Co.  
300 W. Adams Street  
Chicago 6, Illinois

## Help Wanted

### Sales Representative

WELL ESTABLISHED leather belt manufacturer—with complete line—has exceptional proposition for high type experienced man with contacts in large industries. Various territories. Address C-19, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

### Shoe Fitter

WANTED: Shoe fitter experienced on fine machine work of upper resting, fitting and pattern work on ladies' and men's shoes. Kansas City, Mo., location. Excellent opportunity—steady work. Vacation and insurance benefits. Address C-20, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

### Young Man

WANTED — Young man between 23 and 28, college graduate, for training in factory management. Those interested only in quick returns or reluctant to work in anything but white shirt need not apply. Definite future for right man who is not afraid of work. Firm is nationally known though small, well established and reliable. Address D-3, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

### Tanner

ESTABLISHED CHROME UPPER LEATHER TANNERY desires man capable of making side shoe upper leather from beam house through finishing. Address D-4, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

### Salesman Wanted

SALESMAN WANTED to handle sole leather products for the Finding Trade. State previous experience. Commission basis. For full particulars address

D-5,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

## Situations Wanted

### Cutting Room Foreman

Man with wide experience on all kinds of leathers. Can take full charge of all upper leather buying as well as running room. Will go anywhere. Address Q-15, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

### Making Room Foreman

STOCKFITTING AND MAKING ROOM FOREMAN of 20 years' experience available at once. Can handle all types of shoes. Very good knowledge of patterns. Address Q-9, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

### Cutting Room Foreman

I CAN TAKE FULL CHARGE of any cutting room, get the work done and keep accurate control of inventory. Know leathers and how to handle fabrics. If interested address Q-10, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

### Stitching Room Foreman

DO YOU NEED a stitching room foreman who knows his job thoroughly? Capable and energetic man now available. Address Q-7, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

## Coming Events

April 9-10, 1953 — Spring Meeting of Tanners' Council of America, Inc. Boca Raton Club, Boca Raton, Fla.

April 12-16, 1953 — Advance Boston Showing of Fall 1953 shoe styles. Sponsored by New England Shoe and Leather Association. Hotels Statler and Touraine and member showrooms in Boston.

April 19-22, 1953—St. Louis Shoe Show, sponsored by St. Louis Shoe Manufacturers Association in leasing St. Louis hotels.

April 26-28, 1953—Fifth Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherlands-Plaza Hotel, Cincinnati, O.

May 1-2, 1953 — 1953 Convention of North American Superintendents' and Foremen's Association. Hotel Commodore, New York City.

May 3-7, 1953—Popular Price Shoe Show of America showing of footwear for Fall and Winter 1953. Sponsored by National Association of Shoe Chain Stores and New England Shoe and Leather Association. Hotels New Yorker and McAlpin, New York City.

May 10-13, 1953—Parker House Shoe Show. Sponsored by Boston Shoe Travelers Association and Parker House Shoe Committee. Parker House, Boston.

May 24, 1953—Joint Meeting, Metropolitan New York Region of National Hide Association and National Association of Importers and Exporters of Hides and Skins. Hotel New Yorker.

June 7-10, 1953—Annual Convention of American Leather Chemists' Association. Netherlands-Plaza Hotel, Cincinnati, O.

June 13-15, 1953—Shoe Service Industry Trade Exposition. Sponsored by Shoe Service Institute of America, in conjunction with its 48th Annual Convention. Hotel Sherman, Chicago.

June 15-16, 1953—Annual Spring Meeting of National Hide Association. Shamrock Hotel, Houston, Texas.

August 17-19, 1953—Allied Shoe Products and Style Exhibit. Hotel Belmont-Plaza, New York City.

August 18-19, 1953—Showing of American Leathers for Spring and Summer, 1954. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

Sept. 6-11, 1953—Annual Meeting, International Union of Leather Chemists Societies. Barcelona, Spain.

October 11-14, 1953 — Canadian Shoe & Leather Convention and Shoe Fair. Sponsored by shoe manufacturers, shoe suppliers and tanners. Mount Royal Hotel, Montreal.

Oct. 21, 1953 — Annual Meeting, National Hide Association. Edgewater Beach Hotel, Chicago, Ill.

October 22-23, 1953—Annual Fall Meeting of Tanners' Council of America. Edgewater Beach Hotel, Chicago.

Oct. 26-29, 1953—National Shoe Fair, sponsored jointly by National Shoe Manufacturers Association and National Shoe Retailers Association at the Palmer House and other Chicago hotels.

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they cost More

It's simple arithmetic!  
*Resproid* linings may cost you a fraction of a penny more per pair of shoes. But if these superior Vinyl-coated linings eliminate even *one* reject or return for every thousand pairs of shoes you produce, they've saved you money and customer good will.



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**TUFSTA**® Reinforcing Material

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Choose *Resproid*® 1235 and 1300. Exceptional resistance to cracking when stitched or flexed — remarkable wearing qualities.

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*Resproid*® 1000 is the finest. Base is our famous non-woven, non-fray *Tufsta*® with superior Vinyl surface. Unusually strong — cuts absolutely clean — can't show any frayed edges or trace of fabric weave.

*Now read why they do even better than that...*

We make *Resproid* shoe linings by impregnating a fabric base with rubber, then coating it with a specially compounded Vinyl resin. The result is an extremely elastic and flexible lining. Yet it's tough and long-lasting, resists abrasion, scuffing, and the cutting action of stitching. It's smart looking, too — comes in a wide variety of handsome colors and stylish printed patterns.

We also manufacture a full line of linings for popular and medium priced shoes. Our Pyroxylin-coated linings were best sellers until we introduced our Vinyl-coated line. Our customers immediately recognized the superior cost-saving and wearing qualities of *Resproid* Vinyl-coated linings.

Like you, we give our customers what they want. The trend is to Vinyl because it's better, so we're concentrating on *Resproid* 1000, 1235, and 1300. But you can still have *Durakalf*, *Reskraf*, *Reskid* or *Tuflex*, of course. Send for free samples of the full line and choose for yourself.



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YOUR PRICE RANGE  
SEE LYNN INNERSOLE**

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119 BRAINTREE ST., ALLSTON, MASS.